M&G brand identity guidelines

June 2014

M&G
INVESTMENTS

M&G brand identity guidelines

June 2014

Using the brand guidelines

Strong brands don't happen by accident. To work at their best they need to be well managed and consistently applied. We have worked hard to develop a look and feel and tone of voice for the M&G Investments brand and these guidelines have been created to help everyone with responsibility for marketing and communicating the M&G brand to make sure they meet our high standards.

As our business has grown we have created a brand architecture for the M&G Group which is explained in more detail in Section 1.4 - 1.5. To support this our guidelines provide clear guidance on how our brand style should be applied to our Institutional – Fixed Income and Real Estate businesses.

The M&G brand is owned and managed by the Global Marketing Director and Global Marketing Team and any questions about the guidelines or requests to develop new materials should always be referred to the M&G Design & Print team (Section 9.2).

Specifically if you are commissioning new artwork or creating a new design element or template, whether with the M&G Design & Print team or with an existing supplier, proofs must be approved by the Global Marketing Director before sign off is given or print is ordered.

Any new design or communications agencies also need to be approved by the Global Marketing Director. For contact details see section 9.2.

All agencies should ensure that any work they produce adheres to these guidelines.

Remember the following:

- All measurements are in millimetres.
- Do not measure directly from your monitor or printouts as discrepancies between these and the indicated measurements may occur.

These guidelines apply principally to print based marketing and communications collateral. Separate guidelines exist for web and digital applications which are available from the M&G Design & Print team (Section 9.2).

PowerPoint templates for M&G Investments and M&G Real Estate are available in the Microsoft applications folder on your PC.

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Introduction

1.1

Bringing the brand to life

Our brand

These guidelines are a useful tool in helping you to understand how to use and apply the M&G logo, visual style and tone of voice to our marketing and communications materials. But as with any identity it's the things you don't see that are as important as those you do!

Our identity is based on a strong brand concept that articulates who we are, what we believe in and what we need to stand for in the minds of our different audiences.

To help with this we have a brand model that clearly expresses the answers to these questions.

At the core of our brand is our **investment positioning**. This is important because it helps to define how we are different from our competitors. Our positioning is that we offer: **Heavyweight investment with an independent spirit**. Our research shows that this combination of experience, scale and solidity balanced by a more creative 'boutique' style is a very different offering in the market, but completely true of M&G.

We then have **three brand attributes** that sum up what makes us different. Our brand attributes are:

Driven By Performance: We are an investment-led organisation that is driven by the need to generate outstanding long-term returns for our investors.

Trusted Partners: At the core of our approach to customer servicing is integrity – we strive to deliver excellent service which meets the needs of our customers, investors and intermediaries, both now and over the longer term.

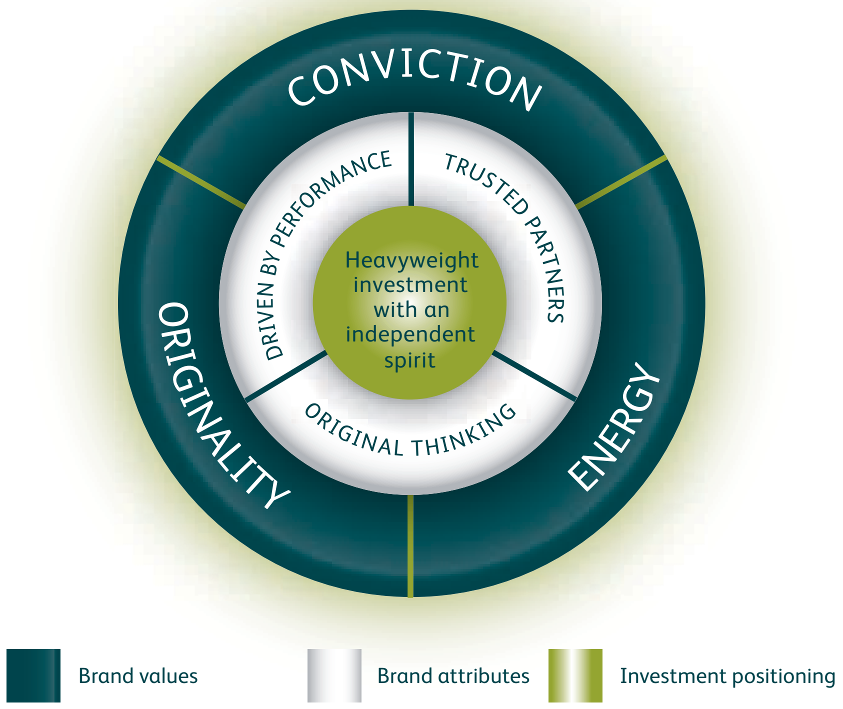
Original Thinking: We apply an innovative and creative approach to the way we work and the way in which we develop and manage funds.

Finally, we have **our three brand values:**
Conviction
Energy
Originality

In combination these values describe the things that matter to us, influence the actions and behaviours of all employees and guide the way we communicate. A business that does everything with supreme conviction, exudes energy and breathes originality.

It is these values that have inspired the creative work you see here and that need to shine through any communications materials that are developed for M&G in the future.

M&G BRAND MODEL



More information about our brand and what it means for us can be found in our Brand introduction leaflet and our Corporate DNA booklet. Both of these are available from the M&G Design & Print team (Section 9.2).

Brand overview

Overview

This page provides a summary of the core elements that make up M&G's visual style. The correct uses of the logo, colour, typography and illustrations are all instrumental in presenting the core values and the M&G brand personality.

1 Logo

The M&G logo is based on the core positioning of 'heavyweight investment' (the solidity of the 'M' and 'G') with 'independent spirit' (the expressive brush stroke ampersand).

2 Colour

The primary corporate colours are distinct and use a contrast of solid blue with spirited green.

3 Typeface

FS Albert is the leading typeface. It maintains a clean, sharp and legible style at all weights and has strength and character when used in the heavier weights.

4 Illustrations

The illustration style has been designed to capture the spirit and expressive nature of the organisation. There are two styles of illustration:

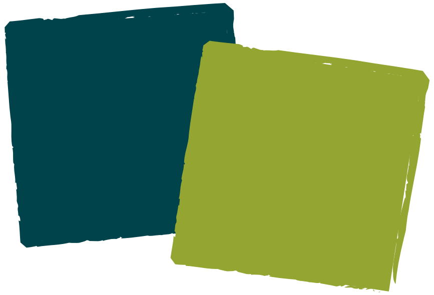
The original style This style uses a brush stroke effect; it draws reference to the character of the ampersand used in the M&G logo. Any existing illustration in this style can be used. **Do not** use this style when commissioning new illustrations.

The posterisation style This style uses more graphic line work and should be used when commissioning new illustrations.

1

M&G
INVESTMENTS

2

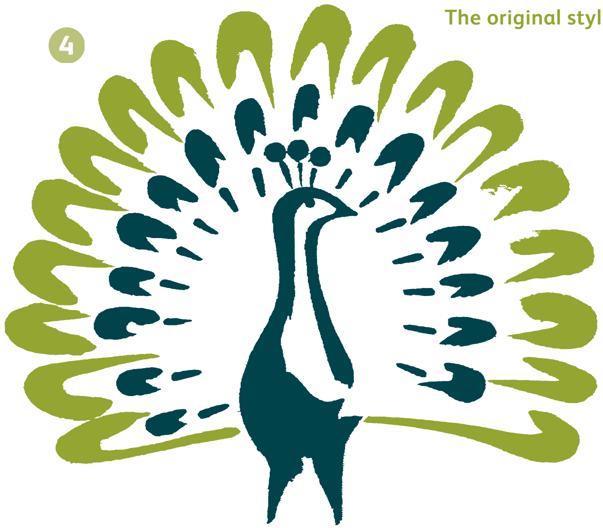


3

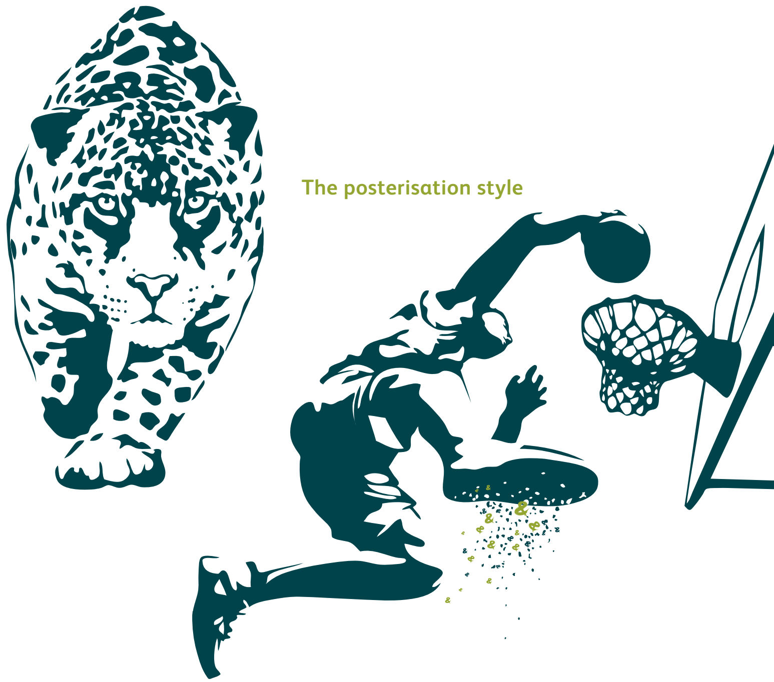
abc
abcdefghijklmno
pqrstuvwxyz

ABC
ABCDEFGHIJKLMNO
PQRSTUVWXYZ

4



The original style



The posterisation style

Brand structure

Our brand architecture

Our core brand for all marketing and communications is M&G Investments (①). M&G Real Estate (②) is a sub-brand that sits under the M&G Investments umbrella.

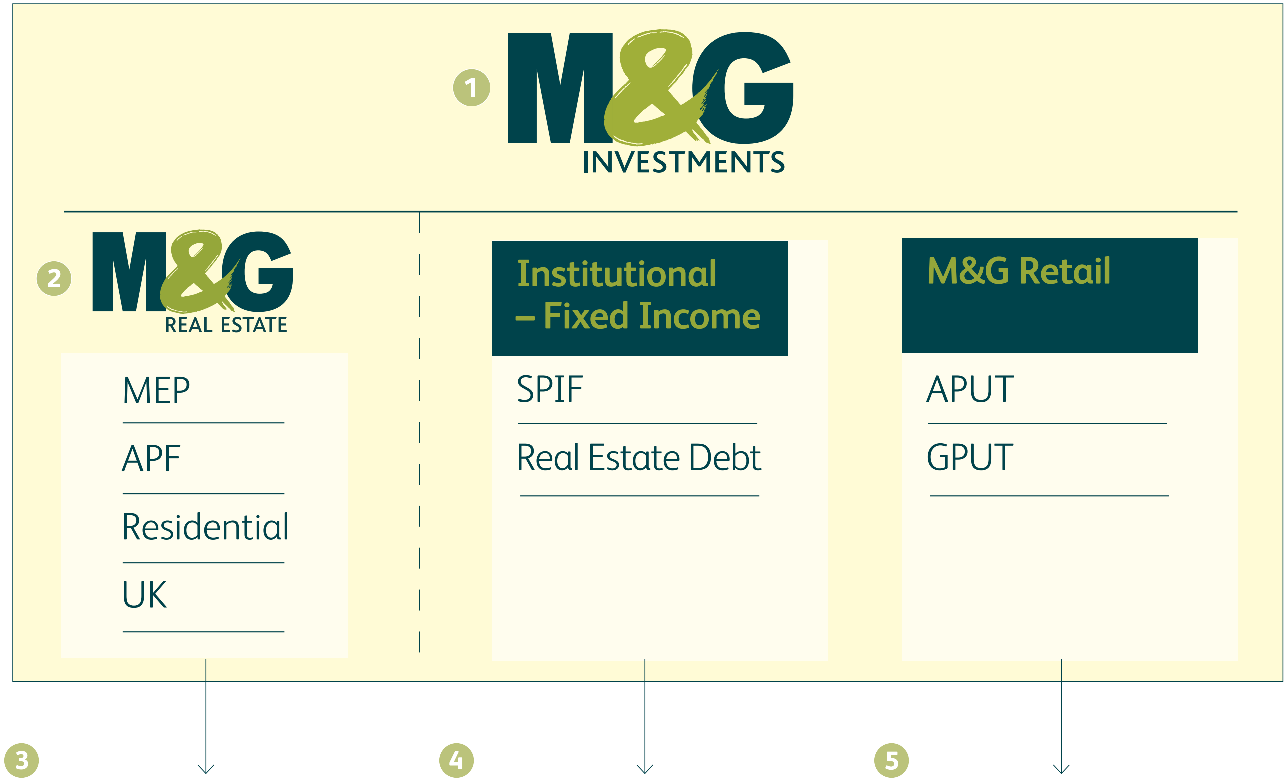
M&G Investments is our lead brand in all cases unless an event, collateral or online presence is specific to M&G Real Estate.

The M&G Real Estate brand always carries the endorsement strapline 'Part of the M&G Group' (③). Guidelines for how this should be applied are covered in the Real Estate section of these guidelines.

In some situations we use the endorsement strapline 'A Prudential Company' (④) on Institutional – Fixed Income materials. Guidelines for when and how to apply this are covered in the Institutional – Fixed Income section of these guidelines.

Our branding always defaults to M&G Investments with no endorsing strapline (⑤) and this is the lead brand and arrangement in all cross business activity.

Examples of when to use which logo are shown on the following page.



① INVESTMENTS

② REAL ESTATE

MEP

APF

Residential

UK

Institutional – Fixed Income

SPIF

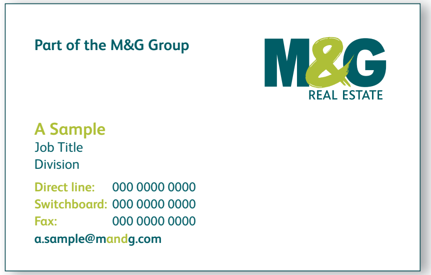
Real Estate Debt

M&G Retail

APUT

GPUT

③



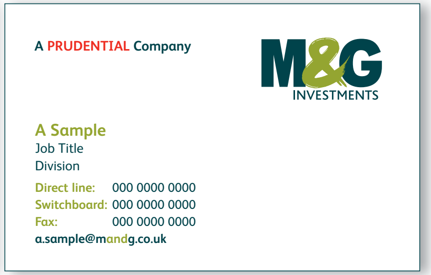
Part of the M&G Group

REAL ESTATE

A Sample
Job Title
Division

Direct line: 000 0000 0000
Switchboard: 000 0000 0000
Fax: 000 0000 0000
a.sample@mandg.com

④



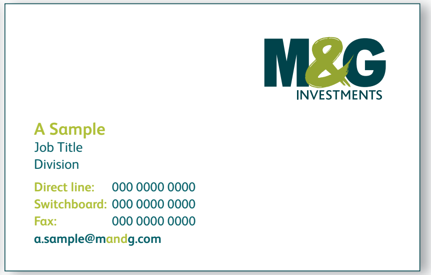
A PRUDENTIAL Company

INVESTMENTS

A Sample
Job Title
Division

Direct line: 000 0000 0000
Switchboard: 000 0000 0000
Fax: 000 0000 0000
a.sample@mandg.co.uk

⑤



INVESTMENTS

A Sample
Job Title
Division

Direct line: 000 0000 0000
Switchboard: 000 0000 0000
Fax: 000 0000 0000
a.sample@mandg.com

continued ▶▶▶

Brand structure continued

The default position is that the M&G Investments brand should lead on all cross organisation marketing and communications activity. The following notes help to clarify when to use the M&G Real Estate sub-brand.

Business cards

An M&G Real Estate business card should be used when representing M&G Real Estate as a business. All M&G Retail and M&G Institutional - Fixed Income staff will continue to use business cards with the M&G Investments logo.

Events

All events where there is a combination of M&G products being promoted will use the M&G Investments brand on banners, display materials and presentations. Individual items of collateral will use the appropriate logo. For example you may have M&G Real Estate MEP materials alongside M&G Investments SPIF materials. Events that are purely promoting M&G Real Estate products may be branded M&G Real Estate.

Documents

1 M&G Real Estate products

MEP, APF, Residential and UK fund collateral will use the M&G Real Estate logo and regulatory footers will retain the FCA (FSA) wording. All references to PRUPIM will be replaced with M&G Real Estate. References in content to PRUPIM Ltd will remain until legal changes occur later in 2013.

2 M&G Real Estate corporate materials

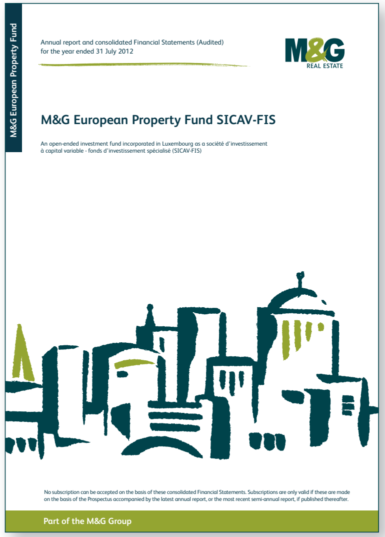
All corporate materials will use the M&G Real Estate logo and references to PRUPIM will be replaced with M&G Real Estate. References in content to PRUPIM Ltd will remain until legal changes occur later in 2013.

3 M&G Retail and Institutional – Fixed Income products

SPIF, RE Debt, APUT and GPUT will use the M&G Investments logo and regulatory footers will retain the FCA (FSA) wording.

All references to PRUPIM will be replaced with M&G Real Estate. References in content to PRUPIM Ltd will remain until legal changes occur later in 2013.

1 M&G Real Estate products



M&G European Property Fund

Annual report and consolidated Financial Statements (Audited)
for the year ended 31 July 2012

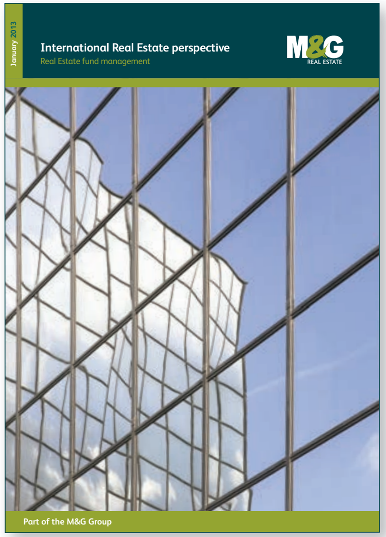
M&G European Property Fund SICAV-FIS

An open-ended investment fund incorporated in Luxembourg as a société d'investissement à capital variable - fonds d'investissement spécialisé (SICAV-FIS)

No subscription can be accepted on the basis of these consolidated Financial Statements. Subscriptions are only valid if these are made on the basis of the Prospectus accompanied by the latest annual report, or the most recent semi-annual report, if published thereafter.

Part of the M&G Group

2 M&G Real Estate corporate materials

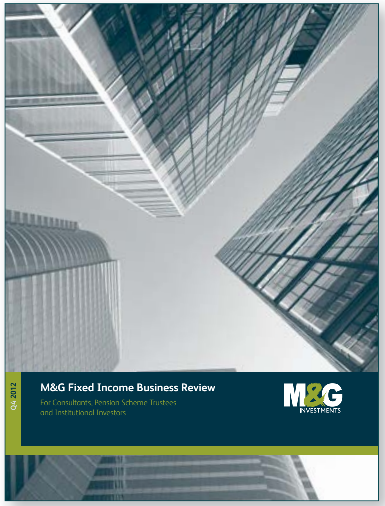


January 2013

International Real Estate perspective
Real Estate fund management

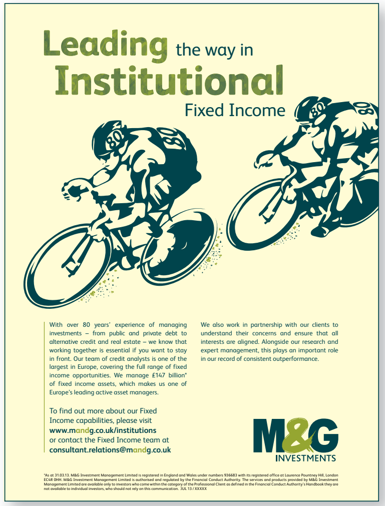
Part of the M&G Group

3 M&G Retail and Institutional – Fixed Income products



Q4 2012

M&G Fixed Income Business Review
For Consultants, Pension Scheme Trustees
and Institutional Investors



Leading the way in
Institutional
Fixed Income

With over 80 years' experience of managing investments – from public and private debt to alternative credit and real estate – we know that working together is essential if you want to stay in front. Our team of credit analysts is one of the largest in Europe, covering the full range of fixed income opportunities. We manage £147 billion* of fixed income assets, which makes us one of Europe's leading active asset managers.

We also work in partnership with our clients to understand their concerns and ensure that all interests are aligned. Alongside our research and expert management, this plays an important role in our record of consistent outperformance.

To find out more about our Fixed Income capabilities, please visit **www.mandg.co.uk/institutions** or contact the Fixed Income team at **consultant.relations@mandg.co.uk**

*As at 31.03.13. M&G Investment Management Limited is registered in England and Wales under numbers 936683 with its registered office at Laurence Pountney Hill, London EC4R 0HH. M&G Investment Management Limited is authorised and regulated by the Financial Conduct Authority. The services and products provided by M&G Investment Management Limited are available only to investors who come within the category of the Professional Client as defined in the Financial Conduct Authority's Handbook they are not available to individual investors, who should not rely on this communication. JUL 13 / XXXXX

This section provides guidelines for the use of the M&G Investments logo for our Retail and Institutional – Fixed Income businesses. Details for our M&G Real Estate sub-brand are shown in section 8.

Logos

2.1

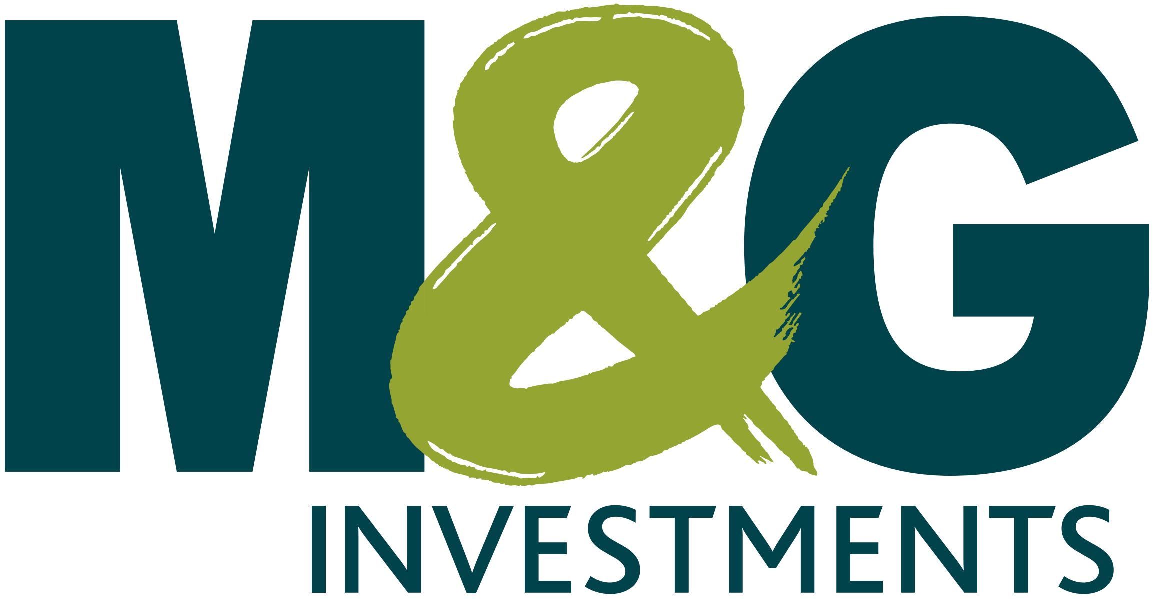
Our logo

The core brand values are represented within the M&G logo.

In its simplest form the ‘M’ and ‘G’ represent the company’s heritage, encompassing the gravitas, reputation and solidity that M&G are well known for. In contrast, the ampersand represents the flair which runs through the organisation. Used together this arrangement communicates heavyweight balanced with energy, originality and independent thinking.

Looking a little closer at the logo properties, colour is integral to the design. The use of fresh green for the ampersand helps to reinforce the core values of energy and individuality, whilst the blue reflects conviction, strength, solidity and respect for M&G’s long-term history. The typeface used for the ‘M’ and ‘G’ characters also helps to reinforce this in its strong and structured nature.

The illustrative ampersand is symbolic of personality, energy and character, and is the core element in the logo. In contrast to the ‘M’ and ‘G’ this is created from a simple brush stroke, incorporating movement and dynamism and bringing the ‘M’ and ‘G’ framework together.



Logo variants

Primary logo variants

There are three primary variants to the M&G logo. Firstly the colour version is made up of the blue and green; this is the master logo and should be used when printing colour applications.

Secondly the monotone version, illustrated in black, would be used when printing in one colour and when tints are available.

Thirdly there is a single colour version that should only be used when printing in one colour and when tints are not available.

Reversal logo variants

The reverse logo variants provide examples of how the logo might be used on the M&G blue or black backgrounds. These must only be used if absolutely necessary, on the rare occasions where the primary variants may not or cannot be used.

Special usage variants

There are two other logo variants for use in special circumstances: a keyline logo for use where additional standout is required and a variant without the word investments beneath for use when space is limited. To use either of these logos please contact the M&G Design & Print team (Section 9.2).

PRIMARY
Colour version

Monotone version

Single colour version

REVERSAL
Colour background

Black background

Single colour version on black

Single colour version on Green

Single colour version on blue

Logo exclusion area

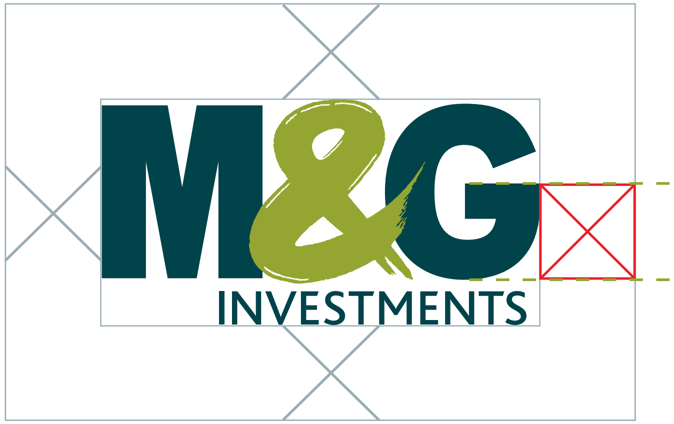
The exclusion area

In order to allow the logo to enjoy sufficient standout, the illustrated exclusion area should be adhered to. This helps to prevent any overcrowding that could occur when placing the mark near other graphic elements.

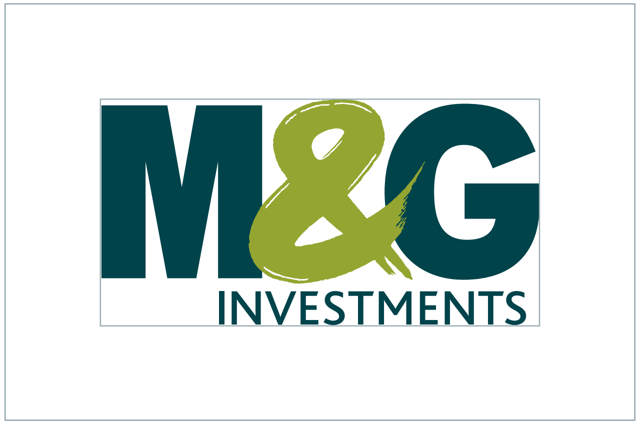
The exclusion area can be determined by calculating the height of the bottom part of the 'G' and drawing a square.

For further logo usage go to **Logo usage Section 2.5**.

The example shown does not suggest that a white boxed panel should surround the logo at any time and purely indicates the zone where no other elements are permitted.



Logo exclusion calculation



Logo exclusion area

Minimum size

The smallest size at which the M&G logo can be displayed is a width of **20mm**. This will maintain legibility of the logo and its strapline at small sizes.

< 20mm >
M&G
INVESTMENTS
< 20mm >
M&G
INVESTMENTS

Minimum logo size

Logo usage

The application of the logo to backgrounds should be carefully monitored.

1 The optimum background for the application of the logo is a white or M&G Cream background (see ①).

Coloured backgrounds

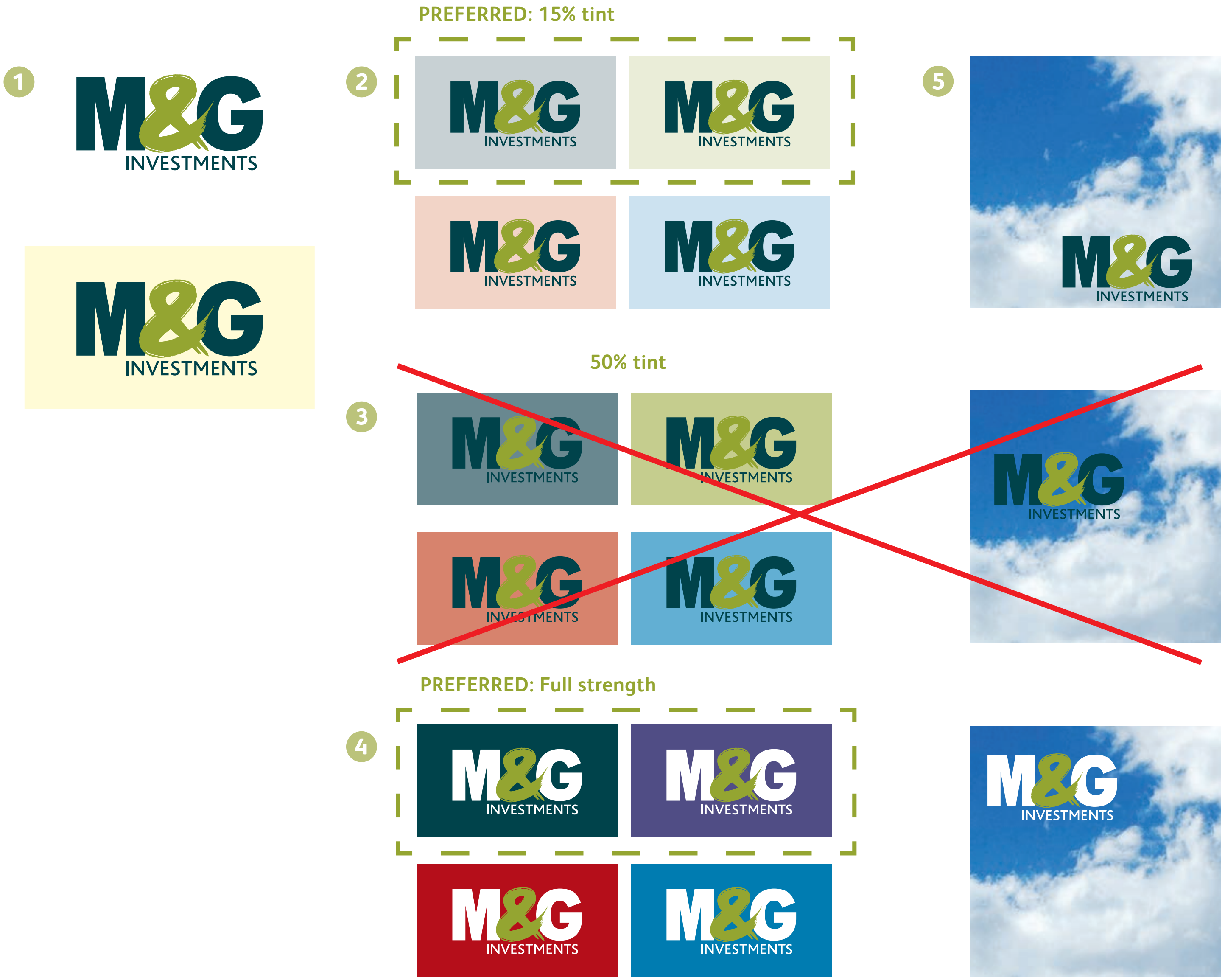
2 When the M&G Cream or white is not an option, light colour backgrounds are recommended for the clear application of the primary M&G logo; this is illustrated using a 15% tint of a supporting M&G colour (see ②).

3 The application of the logo to mid-tone backgrounds is **not** recommended due to lack of clarity and strength; this is illustrated using a 50% tint (see ③).

4 The use of the reversal M&G logo is recommended for use with solid dark backgrounds. This should only be used when use of the primary logo is not possible. Please refer to this requirement as shown on the logo variants page.
It is not recommended that the logos are applied to background colours outside the M&G palette but in cases such as sponsorship this may be necessary (see ② and ④).

Photographic backgrounds

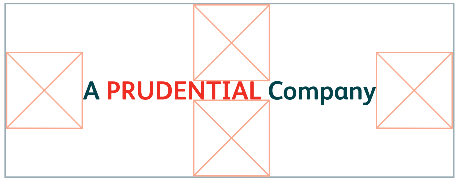
5 The application of the logo to photographic backgrounds should be carefully considered. Examples of this are shown opposite and highlight the importance of applying the logo to appropriate areas of an image (see ⑤).



‘A PRUDENTIAL Company’ logo exclusion area

2.6

Where reference to the Prudential is required (e.g Institutional – Fixed Income space), a link with the Prudential can be illustrated as shown in this section. This should not be used in the UK Retail market or where M&G Investments and M&G Real Estate are being presented together.



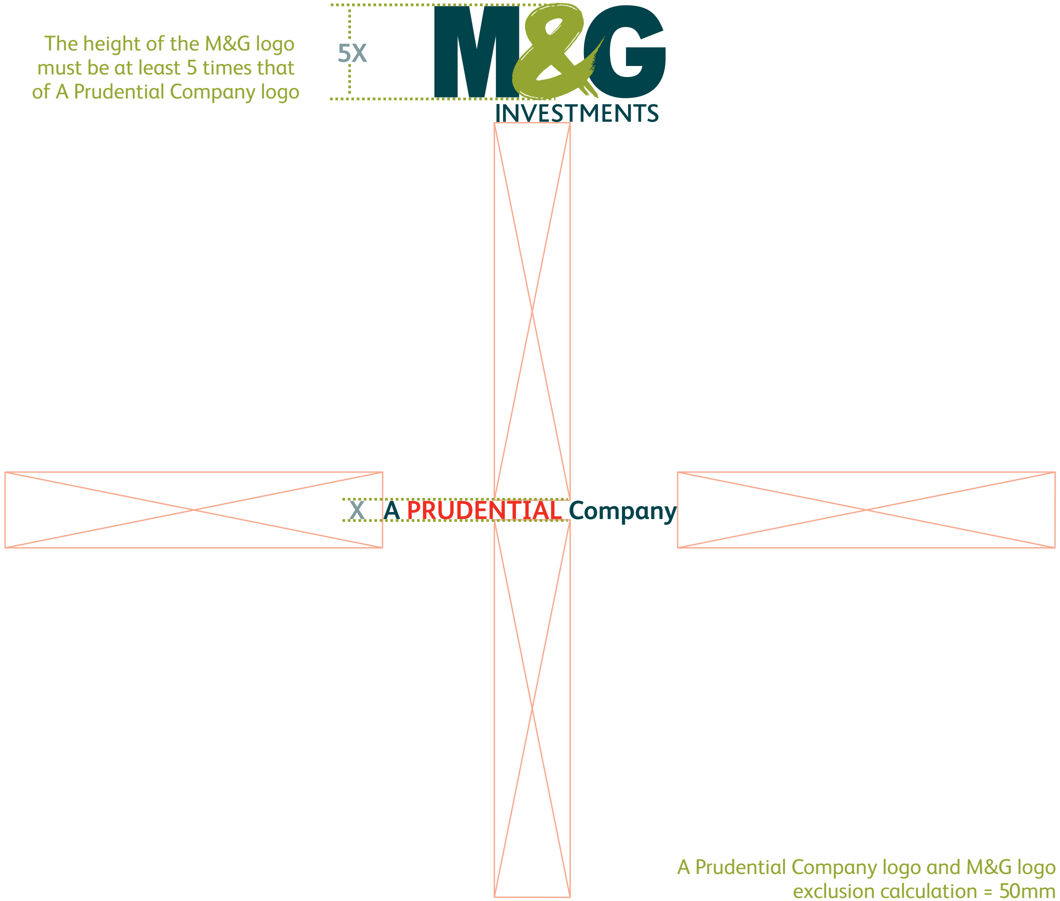
Logo exclusion calculation = 10mm

The exclusion area

‘**A PRUDENTIAL Company**’ has a minimum **10mm** exclusion zone around it and should always be adhered to. However, if the M&G logo appears in conjunction with the ‘**A PRUDENTIAL Company**’ logo, a minimum distance of **50mm** must be used, giving the M&G logo more prominence. The **only** exceptions to this rule are on stationery (examples of this can be seen in Section 7.2) and the PowerPoint presentation slides.

For further information about how the strapline is applied please see the **Institutional – Fixed Income Section of these guidelines (7.2).**

The example shown does not suggest that a white boxed panel should surround the logo at any time and purely indicates the zone where no other elements are permitted.



The height of the M&G logo must be at least 5 times that of A Prudential Company logo

A Prudential Company logo and M&G logo exclusion calculation = 50mm

Sizing for ‘A PRUDENTIAL Company’

‘**A**’ and ‘**Company**’

Set in 9.8pt FS Albert Bold in M&G Blue.

‘**PRUDENTIAL**’

Set in 9.8pt FS Albert Bold in upper case. This should be set in Prudential Red, Pantone 485 or C=0, M=100, Y=91, K=0 four colour.

Asset strip

The asset strip is a way of incorporating the asset classes in a 'lock up' above the M&G logo. The asset lock up can be used in markets that are new to M&G to help customers understand our areas of expertise.

The asset lock up should only be used in advertising and marketing activity and should always be agreed by one of the M&G Design & Print team (Section 9.2).

Footnote

When the asset lock up is used in advertising the longer footnote must be included:

Equities: Shares of ownership in a company.

Bonds: Loans, issued by a government or company, which provide a fixed interest income.

Property: Investment in commercial or residential real estate.

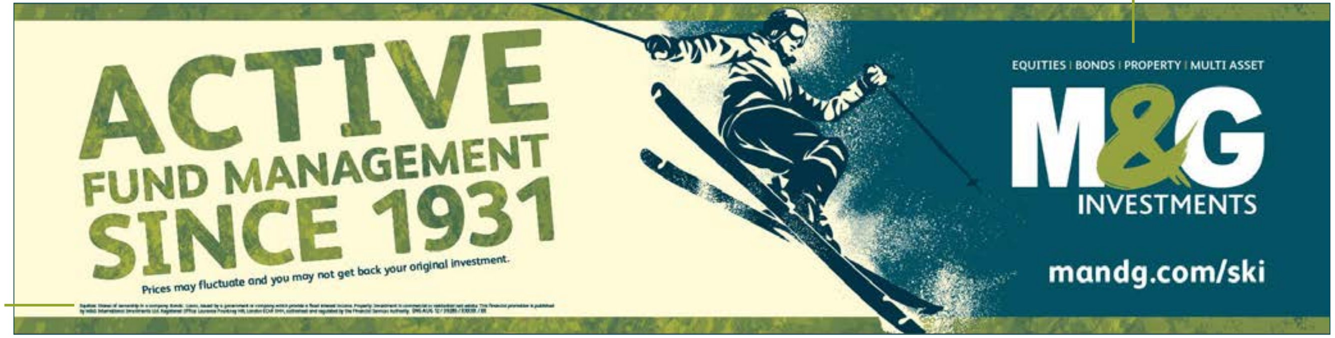
This footnote is translated in all other languages but the lock up is always in English.

EQUITIES | BONDS | PROPERTY | MULTI ASSET

M&G INVESTMENTS

Please note:
This is a separate typographic strip that is locked up to the logo and not another version of the logo.

Asset strip


ACTIVE
FUND MANAGEMENT
SINCE 1931
Prices may fluctuate and you may not get back your original investment.
EQUITIES | BONDS | PROPERTY | MULTI ASSET
M&G
INVESTMENTS
mandg.com/ski

Footnote

Core elements

3.1

Using the M&G ampersand

The M&G ampersand projects flair, energy and dynamism. There may be times when the ampersand can be used independently of the logo mark as a decorative or linking device.

Correct usage

1. Standalone M&G Green ampersand.
2. Cropped ampersand.
3. Reversed/white ampersand.
4. 50% tint of M&G Green is applied to the ampersand.
5. A 50% tint of the same supporting colour is applied to the ampersand.
6. Reversed/white ampersand on supporting colour background.

Examples can be seen in the following sections:

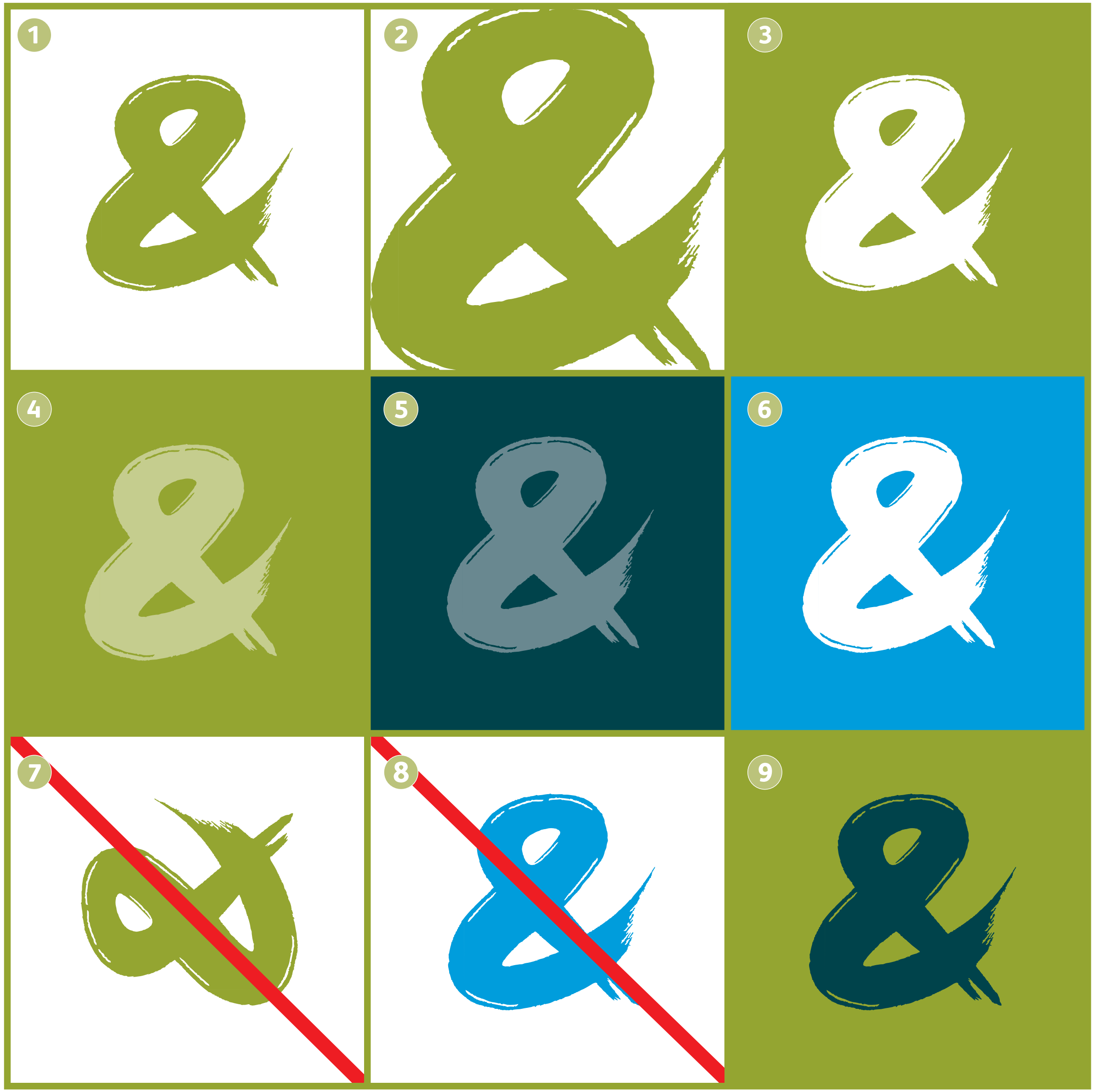
- **Business card 5.7**
- **Magazine cover layout 6.10**

Improper usage

7. Rotating or manipulating ampersand. **However it is permitted to rotate the ampersand if it is used creatively as part of an illustration.**
8. Ampersand in any other colour, including supporting palette colours.

Prior approval needed

9. Creating M&G Blue ampersand on M&G Green background. If you would like to use the logo in this way, please contact the M&G Design & Print team (Section 9.2) for approval.



Typefaces

Leading typeface

The FS Albert type family is the leading typeface for the M&G brand and should be used for all types of communication when possible. This includes print, advertising and direct mail.

There are three main weights available within FS Albert allowing versatility within applications.

The recommended face for body copy is:

- FS Albert Regular

The recommended faces for header and sub-header copy are:

- **FS Albert Extra Bold**
- **FS Albert Bold**

Secondary typeface

Arial is the default typeface for PowerPoint, Word, online applications and any other applications where FS Albert is not available or can't be used for technical reasons.

FS Albert Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

FS Albert Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

FS Albert Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body copy example

M&G founded the unit trust industry in 1931, and has since become one of the largest investment houses in the UK with over £194 billion under management.

Please note:
When generating any M&G artwork that requires copy to be laid out in a paragraph style, the use of hyphenation is NOT allowed.

In addition, the M&G Copy Standards document has our latest house rules/financial terms broken down into a fully comprehensive user guide. This is vetted by our legal department and MUST be adhered to at all times.

If you require a copy of the M&G Copy Standards, please contact the M&G Design & Print team (Section 9.2).

Body copy example

M&G founded the unit trust industry in 1931, and has since become one of the largest investment houses in the UK with over £194 billion under management.

Typeface examples

Headline and sub-header copy

The use of the heavier weights of FS Albert is suited for copy-led applications. This is demonstrated in the illustrated example.

For this example, 32pt/35pt FS Albert Extra Bold in M&G Blue has been used for the heading type and 18pt/21pt FS Albert Bold in M&G Green for the sub-header type.

Sub-header and body copy

This has been demonstrated by the example sub-header using 14pt/17pt FS Albert Bold in M&G Green and the body copy using 10pt/13pt FS Albert Regular in M&G Blue.

Legal copy and minimum sizes

The Regular and Bold weight of FS Albert is best suited for copy at smaller sizes to maintain strong legibility.

The minimum size for **any copy** is **6pt** and should always be in the M&G Blue. The only exception to this rule is in Web Printing, if the size of font is below 9pt – the colour has to change to **Black**.

If you need any further clarification to sizes when printing, please contact the M&G Design & Print team (Section 9.2).

A Spin-Free Guide to Equities

No song or dance.

We'll talk to you about equities in a straightforward way, without any spin or jargon.

Performance analysis

Lorem ipsum dolor sit amet, consectetuer adipiscing nonummy nibh euismod tincidunt ut laoreet dolore feugait nulla facilisi.

Ut wisi enim ad minim veniam, nostrud exerci tation ullamcorper suscipit lobortis ex ea commodo consequat.

Minimum size and colour examples

For Financial Advisers only. Not for onward distribution. No other persons should rely on any information contained within this advertisement. The value of stockmarket investments will fluctuate, which will cause fund prices to fall as well as rise and you may not get back the original amount you invested. SThis Financial Promotion is issued by M&G Securities Limited which is authorised and regulated by the Financial Conduct Authority in the UK and provides investment products. The registered office is Laurence Pountney Hill, London EC4R 0HH. Registered in England No. 90776. **JUL 13 / XXXXX**

For Financial Advisers only. Not for onward distribution. No other persons should rely on any information contained within this advertisement. The value of stockmarket investments will fluctuate, which will cause fund prices to fall as well as rise and you may not get back the original amount you invested. This Financial Promotion is issued by M&G Securities Limited which is authorised and regulated by the Financial Conduct Authority in the UK and provides investment products. The registered office is Laurence Pountney Hill, London EC4R 0HH. Registered in England No. 90776. **JUL 13 / XXXXX**

Core colour palette

3.5

Lead colour

M&G Blue is the leading brand colour. It represents conviction, providing the solidity and rigour of the brand, and leverages M&G's history.

Accent colour

M&G Green is the accent colour to the brand and should **never** dominate an application. It suggests the energy, flair and originality that are prevalent in the brand core values.

Coated and uncoated versions

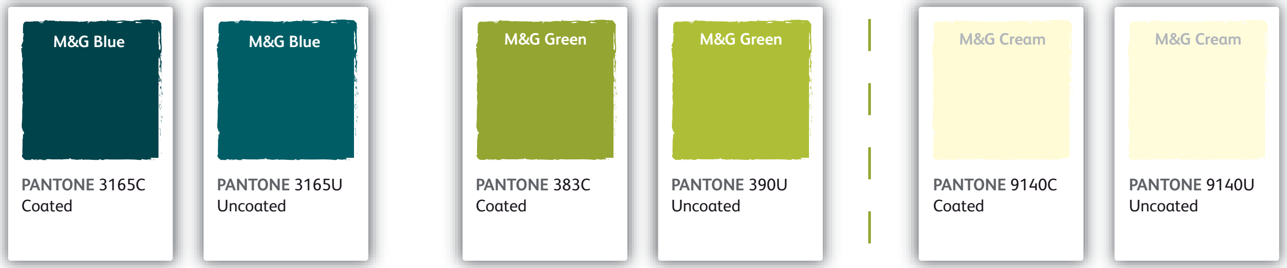
Please note that versions have been created for use on coated and uncoated papers. Please ensure that the correct version is used as identified.

Background colour

M&G Cream is a neutral colour for use as a background, allowing strong standout of the visual style. An example of its use could be on brochure covers or in advertising to support the use of an illustration. A white background should be used for sales aids, multi-paged documents and single colour items.

Please note that with all advertising the background colour MUST always be on the M&G Cream background unless printing on Pink Sheet or Mono.

Lead colour | Accent colour | Optional background colour



Lead colour		Accent colour		Optional background colour	
M&G Blue	M&G Blue	M&G Green	M&G Green	M&G Cream	M&G Cream
PANTONE 3165C Coated	PANTONE 3165U Uncoated	PANTONE 383C Coated	PANTONE 390U Uncoated	PANTONE 9140C Coated	PANTONE 9140U Uncoated

EXAMPLES of colour usage can be found later in this document.

Please note:
The colour shown on this page and throughout this document has not been evaluated by Pantone Inc. for accuracy and may not match the PANTONE Colour standard.

For accurate standard, refer to the current edition of the PANTONE Colour Formula Guide. PANTONE® is a registered trademark of Pantone Inc.

Core palette breakdowns

If you require the colour breakdowns for any of the core colour palette, please contact the M&G Design & Print team (Section 9.2).

Supporting colour palette

Use of the supporting colours

The supporting colours have been selected to complement the core colour palette.

The colours should be used to accent or highlight details or information on an application, but **must** be used sparingly.

1 Pantones
The six core solid Pantone colours can be used as solid colours. There is no hierarchy in this palette, nor is there any assignment to particular products or funds.

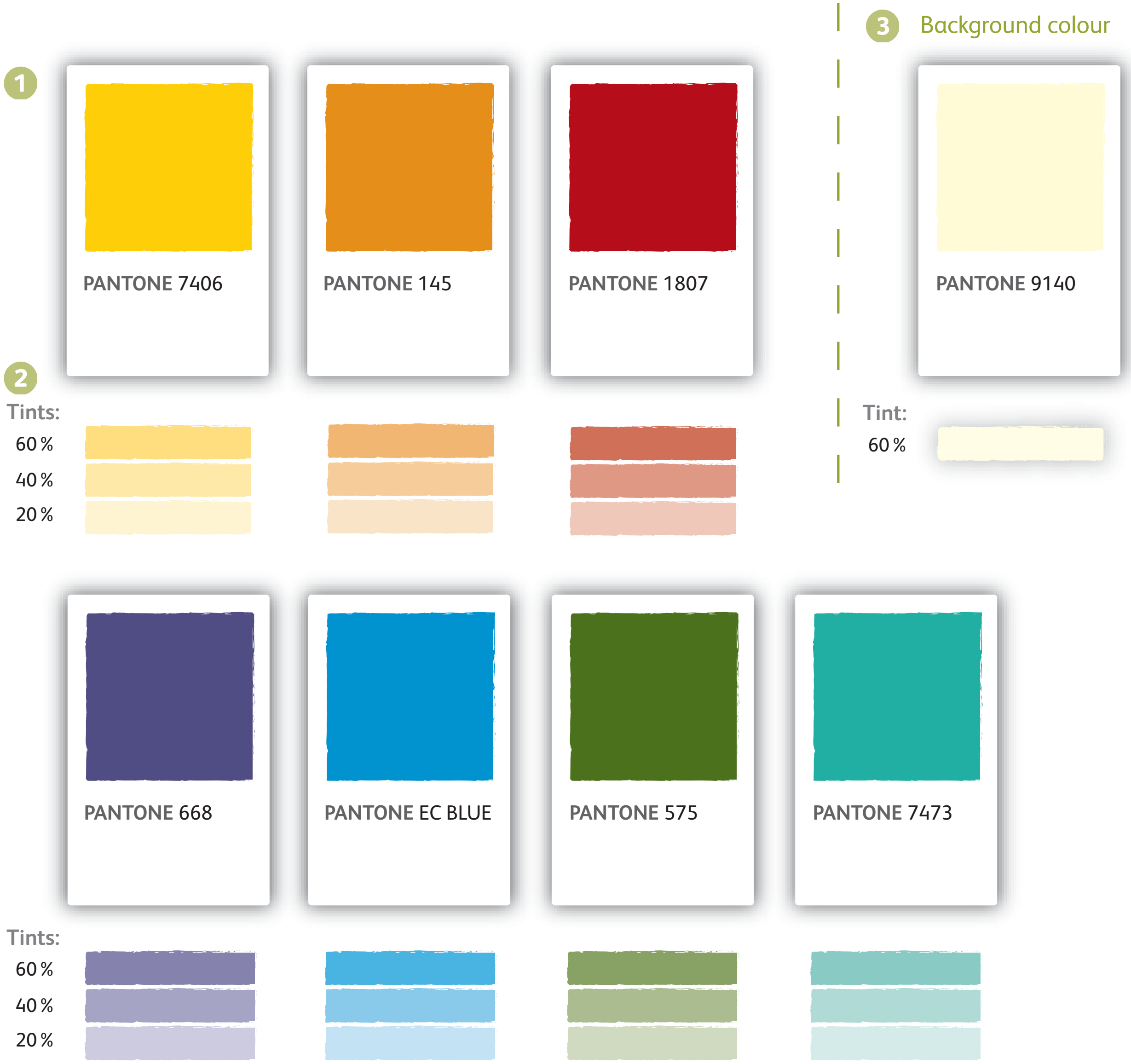
2 Tints
If a larger colour palette is needed, tints of the supporting colours can be used. These are **only** available as 20%, 40% and 60% tints of the associated solid colour reference.

3 Background colour
The M&G Cream background colour is the primary M&G Cream and should be used for backgrounds to graphs, tables, contents pages, covers and inside covers **only**.

If you require the colour breakdowns for any of the supporting colour palette, please contact the M&G Design & Print team (Section 9.2).

Please note:
The colour shown on this page and throughout this document has not been evaluated by Pantone Inc. for accuracy and may not match the PANTONE Colour standard.

For accurate standard, refer to the current edition of the PANTONE Colour Formula Guide. PANTONE® is a registered trademark of Pantone Inc.


1
PANTONE 7406
PANTONE 145
PANTONE 1807
3
Background colour
PANTONE 9140
2
Tints:
60 %
40 %
20 %
Tint:
60 %
PANTONE 668
PANTONE EC BLUE
PANTONE 575
PANTONE 7473
Tints:
60 %
40 %
20 %

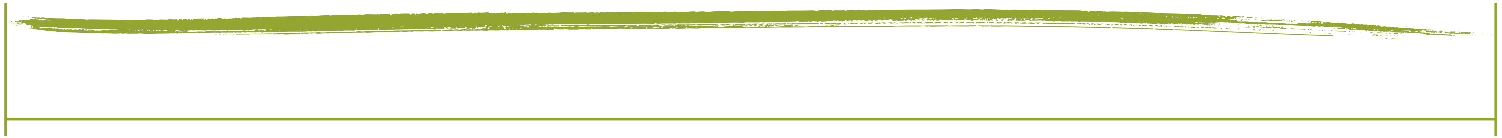
Brush stroke

The brush stroke is a core element of the M&G brand and is a useful device for footers and as a sign-off for copy-heavy applications.

The device has been created to reflect the style of the ampersand and supporting illustrative style.

It should be noted that this should be used sparingly and never to over-embellish an application.

Typically the brush stroke can work in the M&G Green/Blue or Black, but should not be used in any other colour. A minimum and maximum line length is shown. Where it is used beyond these dimensions, please check with the M&G Design & Print team (Section 9.2).



Maximum A4 (Brush width: 195mm)

Minimum (Brush width: 100mm)

Examples can be seen in the following sections:

- **Stationery overview 5.2**
- **Brochure cover layout grid 6.2**
- **Brochure spread layout 6.7**

Tables, graphs and charts

Tables, graphs and charts

When creating a table or graph of any kind, Pantone 9140 background (Section 3.6) is used to allow clear separation from the rest of the page content.

M&G Blue (Section 3.5) should be used for data, copy and grids to allow a strong contrast from background and graphical data.

Any lines, bars or plotted graphical data showing the main fund name and benchmark figures should be displayed using the core colours (Section 3.5). Any additional data can be displayed using the supporting colour palette (Section 3.6). If more colours are needed, there is the option to use tints of the supporting palette (Section 3.6).

Legends should be displayed off the grid area and to the right or base of the graphs, allowing plenty of space for copy on the axis.

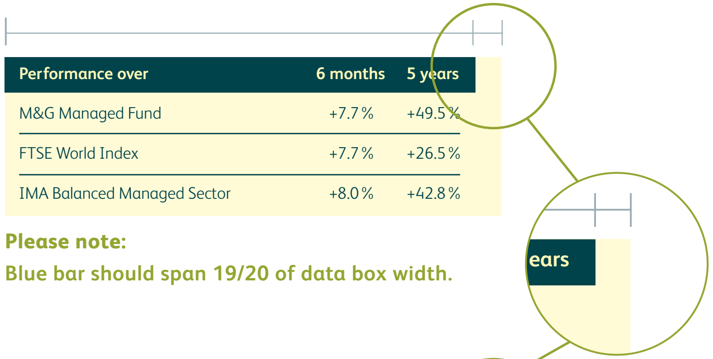
These can also be created in two colours as illustrated opposite.

Pie charts

Pie charts showing the main fund name should use the core colours and additional segments can use the supporting colour palette including tints of those colours (Section 3.6).

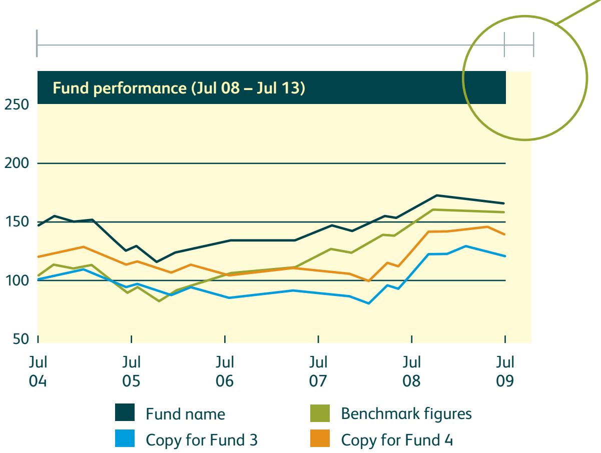
Segments should be clearly separated with a white key line allowing easy identification and a central white circle creating a hoop shape.

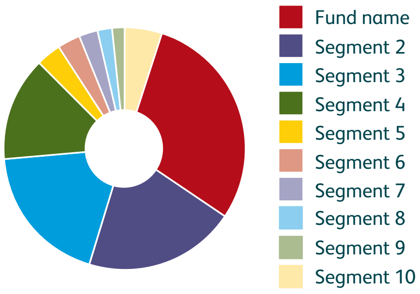
These can also be created in two colours as illustrated opposite.



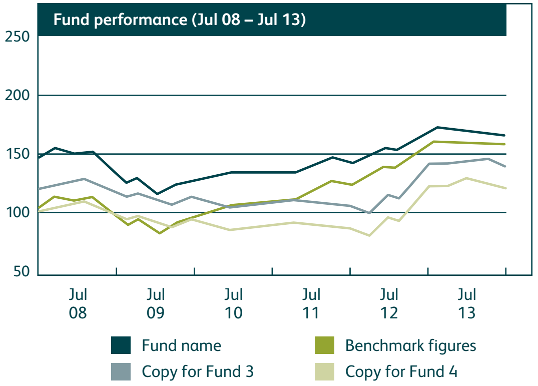
Performance over	6 months	5 years
M&G Managed Fund	+7.7 %	+49.5 %
FTSE World Index	+7.7 %	+26.5 %
IMA Balanced Managed Sector	+8.0 %	+42.8 %

Please note:
Blue bar should span 19/20 of data box width.



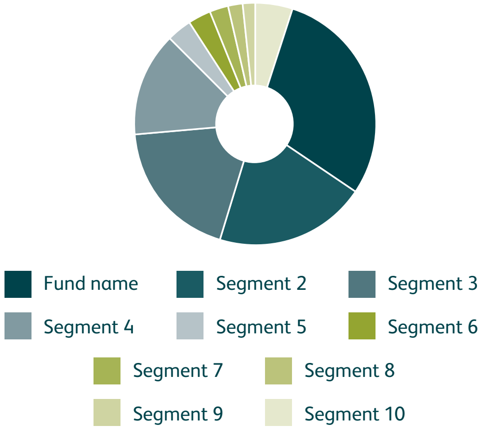


Two colour option



Drop shadow option

Fund performance	1 year	3 years pa	Since launch pa
M&G Global Dividend Fund	**+18.4%**	**+15.5%**	**+14.5%**
MSCI AC World Index	+14.9 %	+10.8 %	+8.9 %



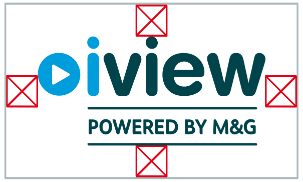
M&G iView logo

iView is M&G's interactive investment channel for advisers offering insightful videos, news and views from third party providers and up to date information on our funds. Advisers can register to receive email alerts on specific areas of interest and will then be notified when relevant videos go live.

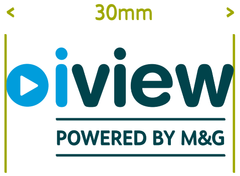
Logo size and exclusion area

The logo should be sized to a minimum width of **30mm** to maintain legibility and to give the logo sufficient standout. The exclusion area of **4mm** must be adhered to, so as to prevent crowding of the logo.

The example shown does not suggest that a white boxed panel should surround the logo at any time and purely indicates the zone where no other elements are permitted.



Logo exclusion calculation = 4mm



PRIMARY
Colour version

ALTERNATIVE
Colour version

Cream background

M&G Teal 3165 background
OFFLINE USE ONLY

Mixed colour background
ONLINE USE ONLY

Monotone version

Single colour version on black

M&G iView logo exclusion area

The exclusion area

iView has a minimum **4mm** exclusion zone around it and this should always be adhered to. **If the M&G logo appears in conjunction with the iView logo**, a minimum spacing between logos should be **1 times the width of the iView logo**.

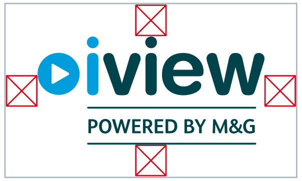
Positioning and proportion of the logo

The M&G logo will always sit on the right-hand side of any marketing material. Ideally the iView logo sits adjacent to this on the left. However the exception to the rule is when the iView logo needs to be the predominant item for marketing purposes.

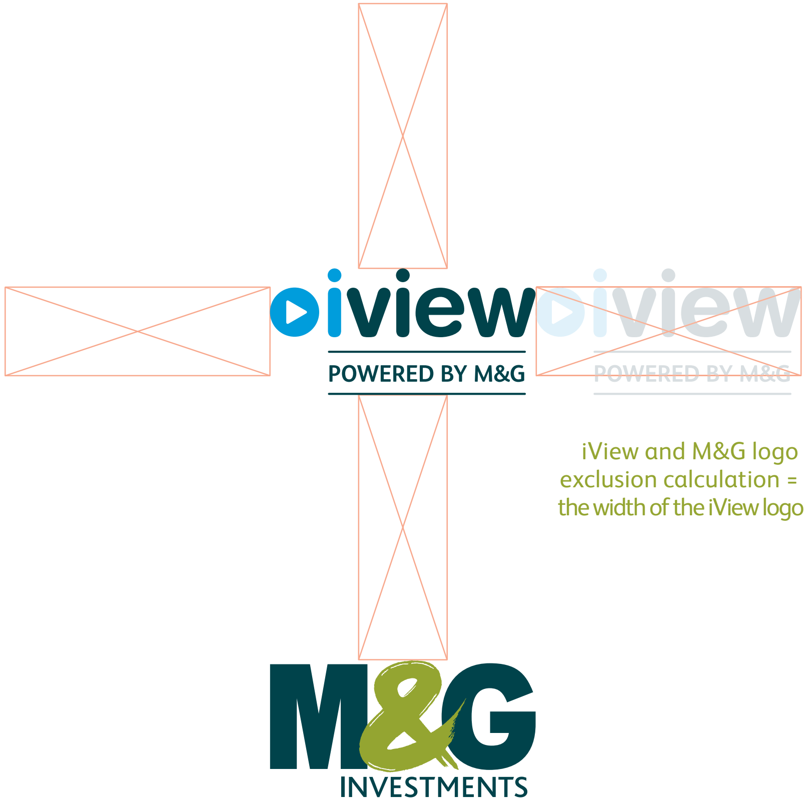
The maximum proportional size for the iView logo is up to twice the width of the M&G logo. An example of this can be seen opposite. The minimum width of the M&G logo is 20mm.

An example of the layout in use can be seen on:

- **Sales aid layout 6.9**

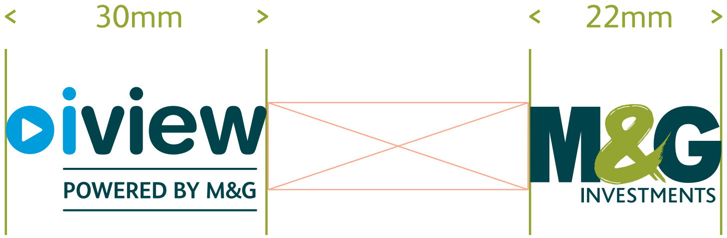

iview
POWERED BY M&G

Logo exclusion calculation = 4mm


iview
POWERED BY M&G
iview
POWERED BY M&G
M&G
INVESTMENTS

iView and M&G logo exclusion calculation = the width of the iView logo

Proportion


< 30mm >
< 22mm >
iview
POWERED BY M&G
M&G
INVESTMENTS

M&G recycling logo

The M&G recycling logo is used to designate recycled materials. The logo means that the paper is made up of 50% recycled paper and 50% virgin fibre.

The exclusion area

To give the logo sufficient standout and breathing space, the exclusion area of **4mm** should be adhered to.

The example shown does not suggest that a white boxed panel should surround the logo at any time and purely indicates the zone where no other elements are permitted.

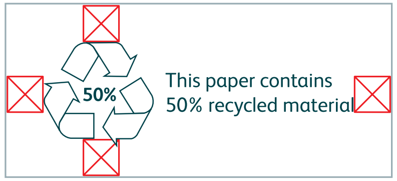
Logo size

To maintain consistency across the brand, the logo should be used at **35mm** wide on all printing literature that conforms to the paper contents.

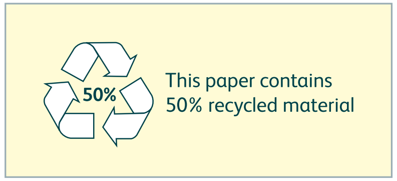
Examples of its use can be seen in the following sections:

- **Brochure back cover layout 6.5**
- **Sales aid layout 6.9**
- **Corporate folder layout 6.13**

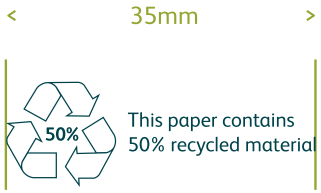
Other language translations for this logo are available in French, German, Italian and Spanish.

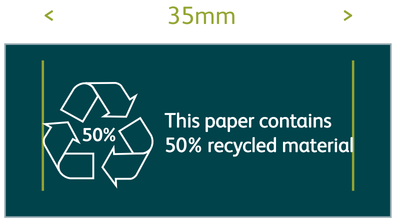

50%
This paper contains
50% recycled material

Logo exclusion calculation = 4mm

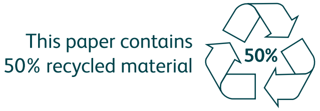

50%
This paper contains
50% recycled material

Logo exclusion area


< 35mm >
50%
This paper contains
50% recycled material


< 35mm >
50%
This paper contains
50% recycled material

Right aligning version


This paper contains
50% recycled material
50%

Additional icons

Additional icons are to be used in situations where reducing the size of the original logo is not visually or legibly possible, by simplifying the design and increasing the overall standout.

☎	🖱	✉	▶			@
Telephone	Mouse	Envelope	iView	Bond Vigilantes	Fax	Email

Minimum size

These icons can be used at a minimum size of **7mm**. When sizing an icon, please remember that the smallest dimension of the logo should not fall below **7mm**.

Minimum size examples

^ 7mm ˅ ☎

<7mm> <7mm> <7mm> <7mm> <7mm> <7mm>

Sales aid – Call to action

The two call to action examples opposite are a small selection of templates which we hold. If you do not see a layout template which meets your requirements, please contact the M&G Design & Print team (Section 9.2).

Call to action layout example one

☎ For more information
call the Financial Adviser
Helpline **0800 328 3191**

🖱 Visit our dedicated
Financial Adviser website
www.mandg.co.uk/ifa

▶ Visit our interactive investment
channel for advisers at
www.mandg.co.uk/iview

This line of copy is ONLY for reference to the above contact details and should be removed if not required.

Call to action layout example two

Mag. Karola Gröger – Vertriebsleiter
☎ **+43 1537 12 4170**
@ **karola.groeger@mandg.at**
🖱 **www.mandg.at**

Sonja Grundwalt – Assistenz Vertrieb
☎ **+43 1537 12 4172**
@ **sonja.grundwalt@mandg.at**
🖱 **www.mandg.at**

Illustration and photography

4.1

Illustrative styles

The M&G visual style uses a number of key elements including two strong and distinctive illustration styles to communicate and underpin the core brand positioning of ‘Heavyweight investment with an independent spirit’.

The two styles of illustration have been purposely designed to capture the spirit and expressive nature of the organisation.

Two styles of illustration

1 The original style

This style draws reference to the character of the ampersand used in the M&G logo. The brush stroke technique is purposely considered and delicate, using just the right amount of content and line work. Do not use this style when commissioning a new illustration.

2 The posterisation style

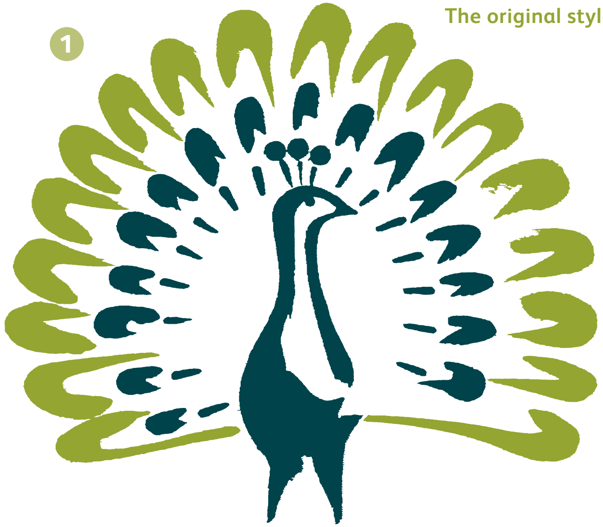
This style uses graphic line work to create an illustrative interpretation of a photograph using flat areas of the M&G Blue. This is the style to be used when commissioning a new illustration.

For both styles it is important that the content of the illustration is carefully considered and the subject matter is core to the idea that is being communicated. To obtain a copy of the full range of illustrations, please contact one of the M&G Design & Print team (Section 9.2). Please be aware that some illustrations can only be used for specific funds.

Commissioning

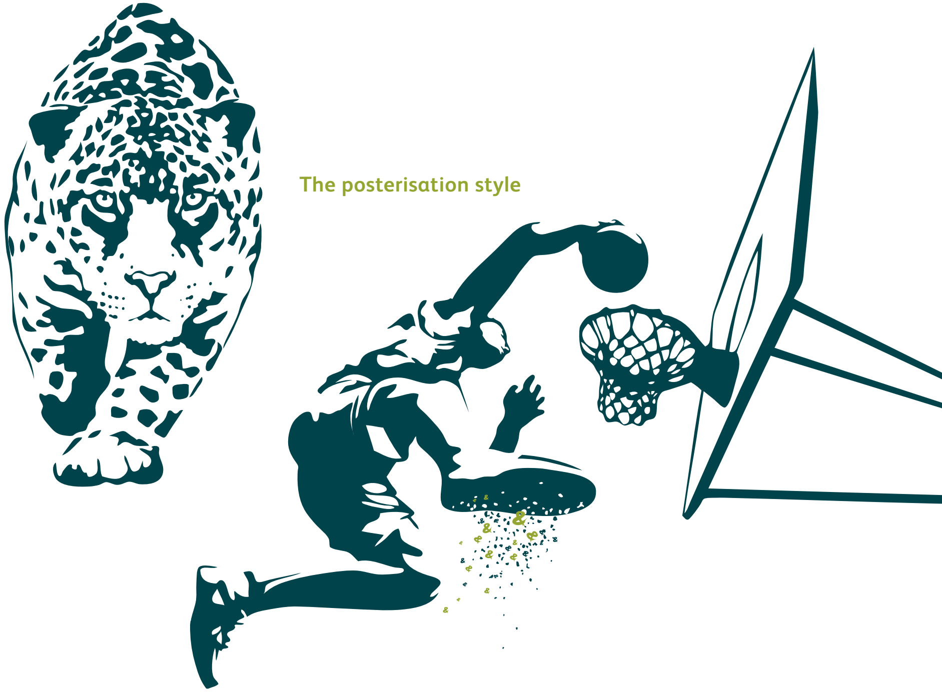
Please contact the M&G Design & Print team (Section 9.2) if you would like to commission an illustration for use in marketing or promotional material.

①



The original style

②



The posterisation style

Using the illustrative style

Illustrative treatment

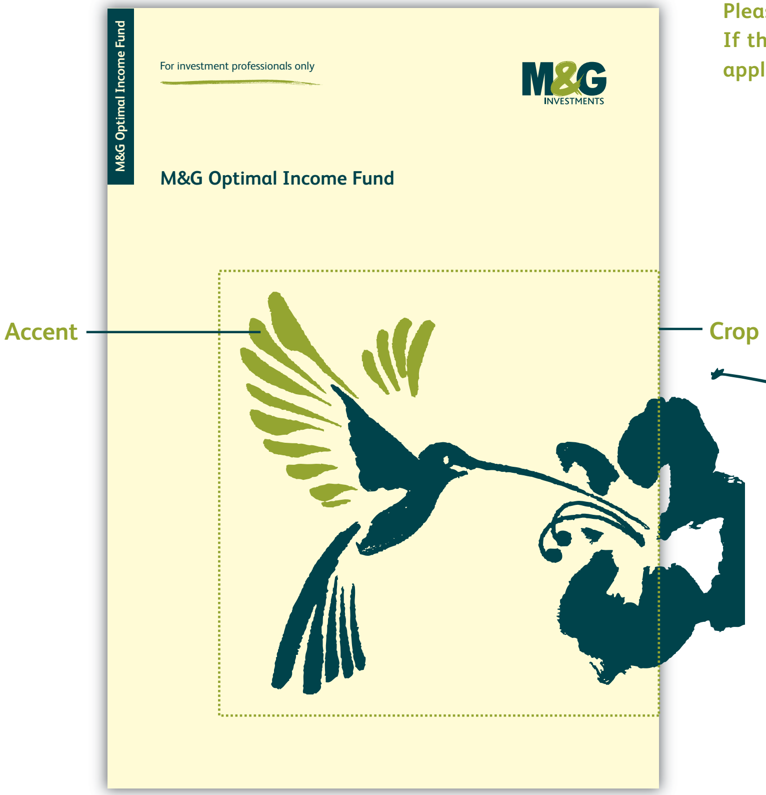
The illustration should always use M&G's primary colours of blue and green. The green should be used as an accent colour to pick out detail – such as the feathers of the hummingbird (as seen in the treatment example) – and shouldn't dominate the illustration. It represents the 'flair' element of the brand.

Illustrations should be cropped and bled off the page; this adds dynamism and tension to the overall illustration.

The use of the ampersand in conjunction with an illustration is permitted but this has to play a key role in delivering the correct message, without over-embellishing the brand. It is used principally at 100% of the M&G Green, and can also be incorporated at 100% M&G Blue.

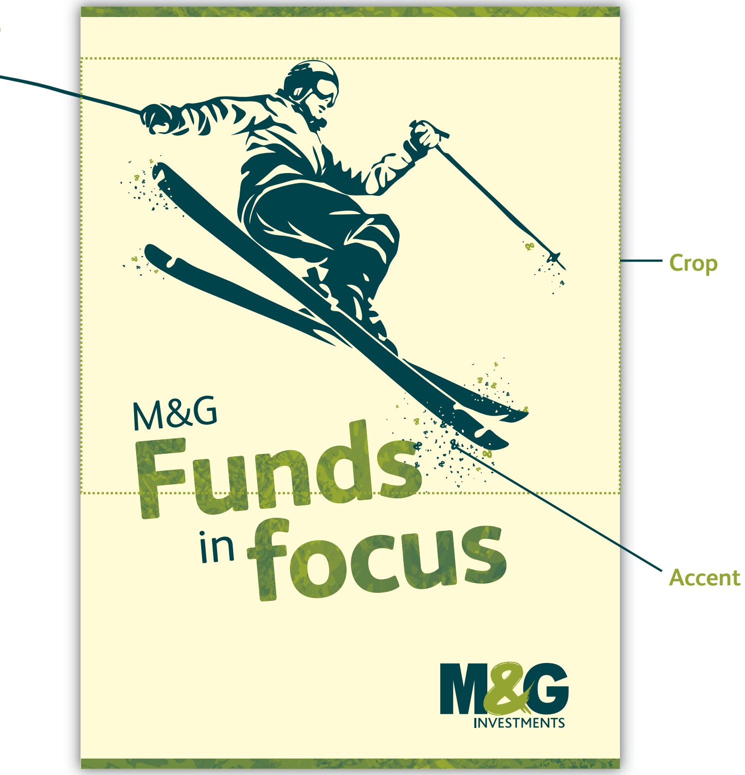
This is subject to prior approval from one of the M&G Design & Print team (Section 9.2).

Treatment example:


M&G Optimal Income Fund
For investment professionals only
M&G INVESTMENTS
M&G Optimal Income Fund
Accent
Crop

Please note:
If the illustration is being used on a two colour application it can appear on a white background

Treatment example:


Crop
M&G
Funds
in
focus
Accent
M&G INVESTMENTS

Origination and commissioning

Please contact the M&G Design & Print team (Section 9.2) if you wish to use or commission an illustration for use in marketing or promotional material.

Photographic style

Illustration is the lead style for M&G. For those occasions when photography is required to supplement the illustrative style the following guidelines should be used and followed carefully.

Photography categories

1 Monotone photography

This is executed through close crop photography, using white backgrounds and a monotone of the M&G Blue. Institutional – Fixed Income can also use this style of photography, see Section 7.4.

2 Full colour portrait photography

Portrait photography is shot using full colour with neutral backgrounds.

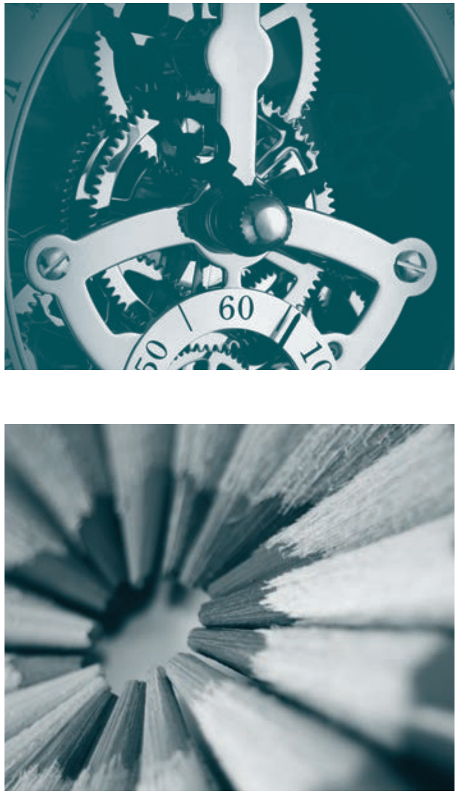
When choosing or shooting in this style the expressiveness of the eyes is a core element suggesting independent spirit, whilst the use of insightful poses helps maintain confidence and conviction. This would be used for specified promotions. Basic portrait shots will still be on sales aids, etc.

If you would like to commission a portrait shot, please contact the M&G Design & Print team (Section 9.2).

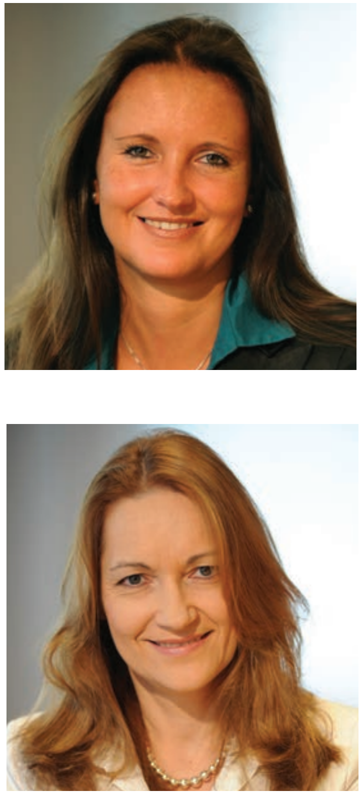
3 Full colour photography

Full colour photography can be used in magazine applications, supplement formats and when the photos are assets (ie property), see Section 8.12. For further guidance or clarification, please contact the M&G Design & Print team (Section 9.2).

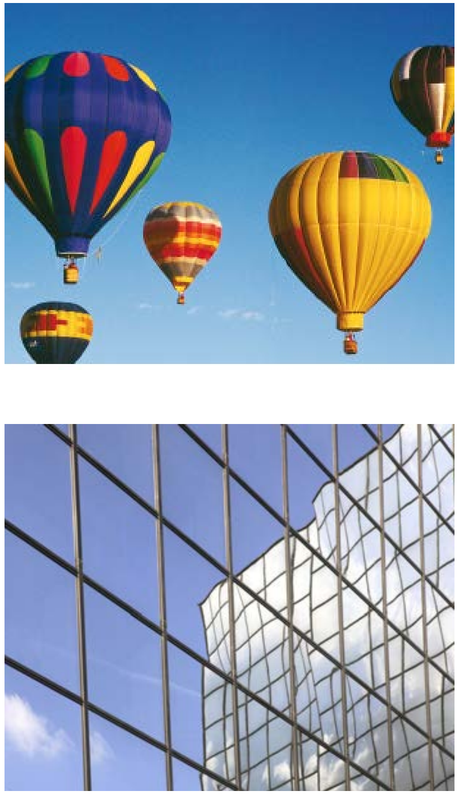
①



②



③



Please note:
Content and photographic quality should be carefully considered.

These guidelines should be followed closely by photographers, designers and art directors alike, to maintain strength and consistency of style across the brand.

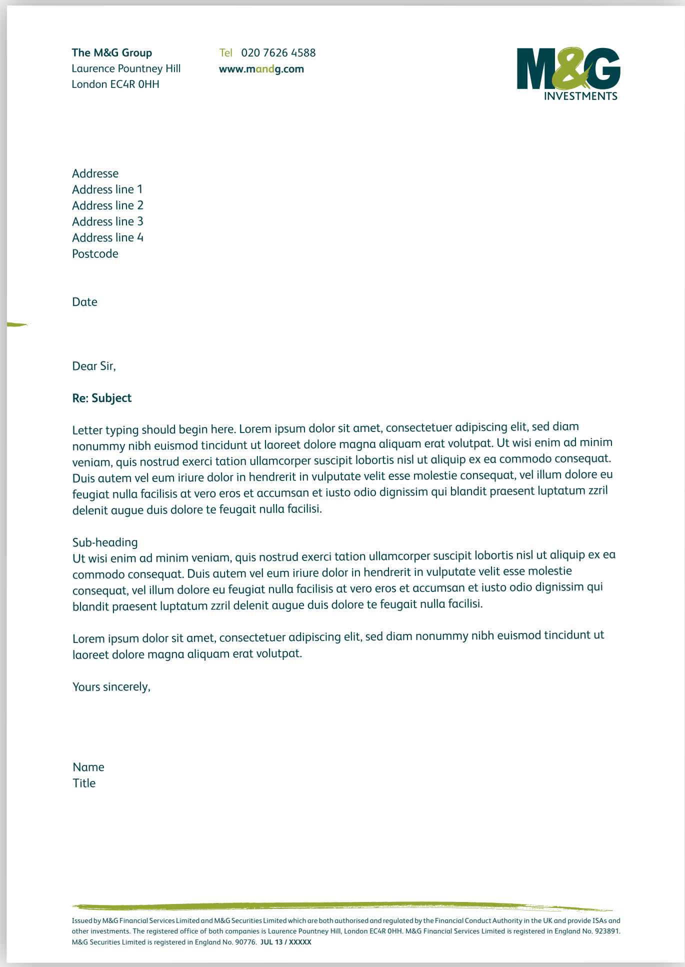
Stationery

5.1

Stationery overview

M&G stationery

Dependent upon the business area, it may be necessary to identify certain divisions on stationery. If this is the case it is important that different title options are used in the title and address block. Further details are shown on the following pages.



The M&G Group
Laurence Pountney Hill
London EC4R 0HH

Tel 020 7626 4588
www.mandg.com

M&G INVESTMENTS

Addresse
Address line 1
Address line 2
Address line 3
Address line 4
Postcode

Date

Dear Sir,

Re: Subject

Letter typing should begin here. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

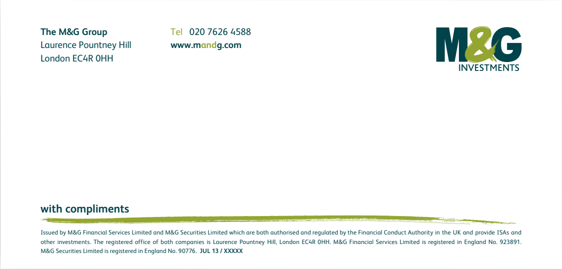
Sub-heading
Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Yours sincerely,

Name
Title

Issued by M&G Financial Services Limited and M&G Securities Limited which are both authorised and regulated by the Financial Conduct Authority in the UK and provide ISAs and other investments. The registered office of both companies is Laurence Pountney Hill, London EC4R 0HH. M&G Financial Services Limited is registered in England No. 923891. M&G Securities Limited is registered in England No. 90776. **JUL 13 / XXXXX**



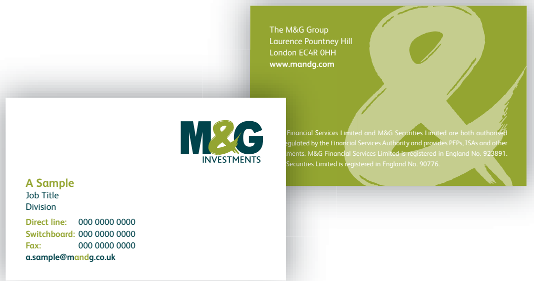
The M&G Group
Laurence Pountney Hill
London EC4R 0HH

Tel 020 7626 4588
www.mandg.com

M&G INVESTMENTS

with compliments

Issued by M&G Financial Services Limited and M&G Securities Limited which are both authorised and regulated by the Financial Conduct Authority in the UK and provide ISAs and other investments. The registered office of both companies is Laurence Pountney Hill, London EC4R 0HH. M&G Financial Services Limited is registered in England No. 923891. M&G Securities Limited is registered in England No. 90776. **JUL 13 / XXXXX**



The M&G Group
Laurence Pountney Hill
London EC4R 0HH
www.mandg.com

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egulated by the Financial Services Authority and provides PEPs, ISAs and other
ments. M&G Financial Services Limited is registered in England No. 923891.
Securities Limited is registered in England No. 90776.

M&G INVESTMENTS

A Sample
Job Title
Division

Direct line: 000 0000 0000
Switchboard: 000 0000 0000
Fax: 000 0000 0000
a.sample@mandg.co.uk

Letterhead template (A4)

1 Logo

32mm width logo.

2 Title and address

Title in 10pt/14pt FS Albert Bold in M&G Blue.
Address in 10pt/14pt FS Albert Regular.

3 Contact details

Set in 10pt/14pt FS Albert Regular in M&G Blue.
Tel/web address titles in FS Albert Bold, M&G Blue and Green.

4 Fold mark

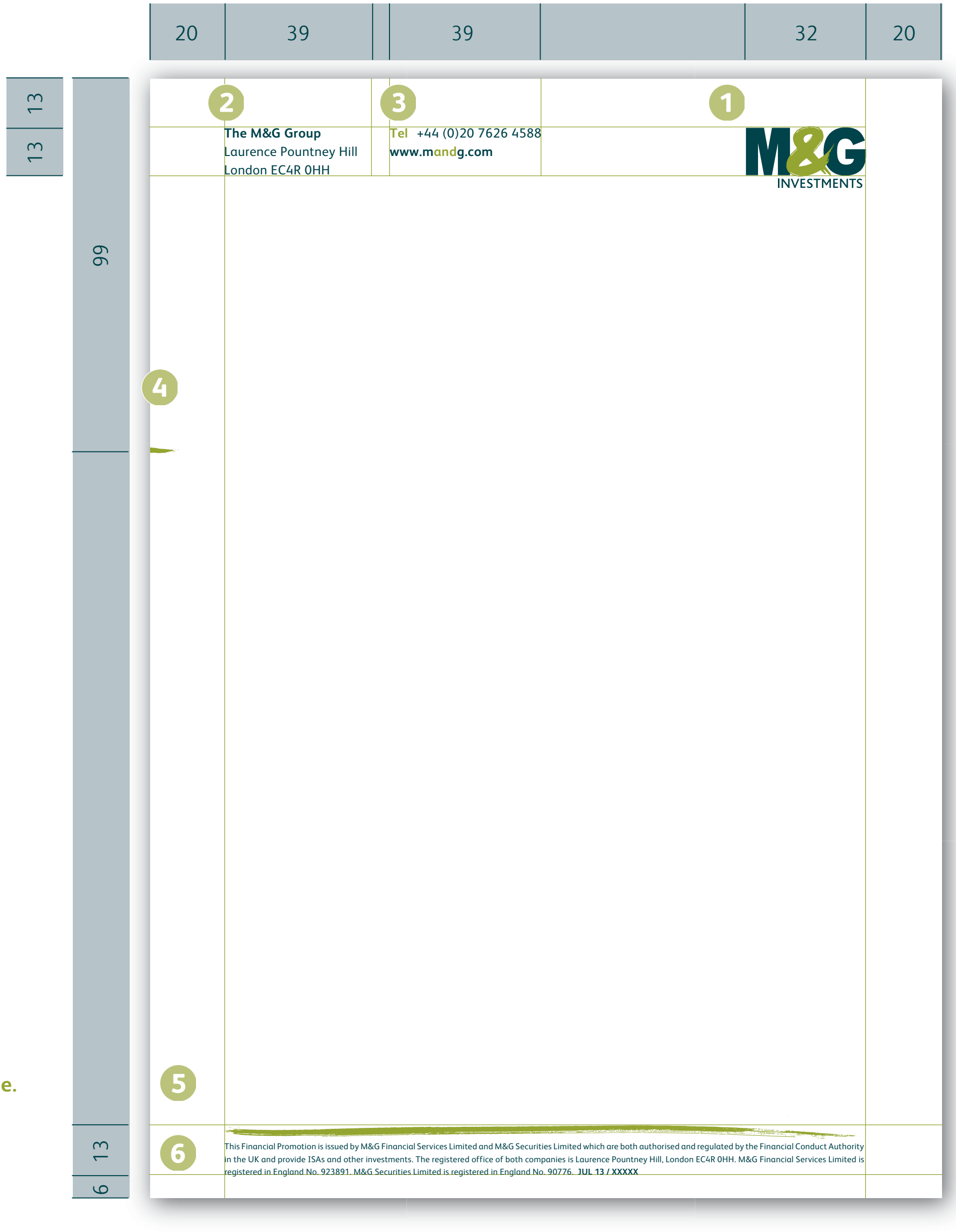
8mm width fold mark in M&G Green.

5 Brush stroke

170mm width in M&G Green.

6 Legal information

Set in 6.5pt/9.5pt FS Albert Regular in M&G Blue.



The M&G Group
Laurence Pountney Hill
London EC4R 0HH

Tel +44 (0)20 7626 4588
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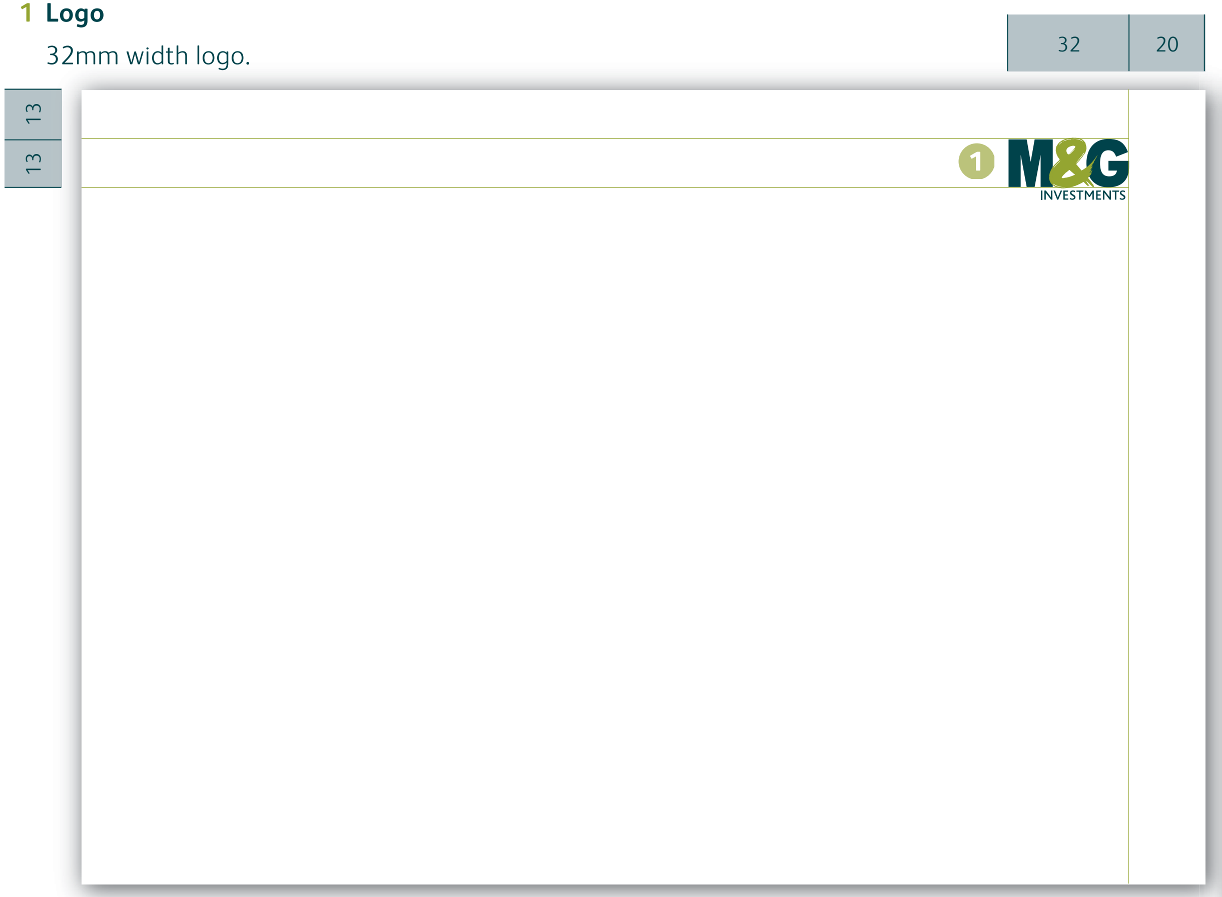
Dimensions: 297mm x 210mm
Example shown 50% of actual size.
All measurements in millimetres.

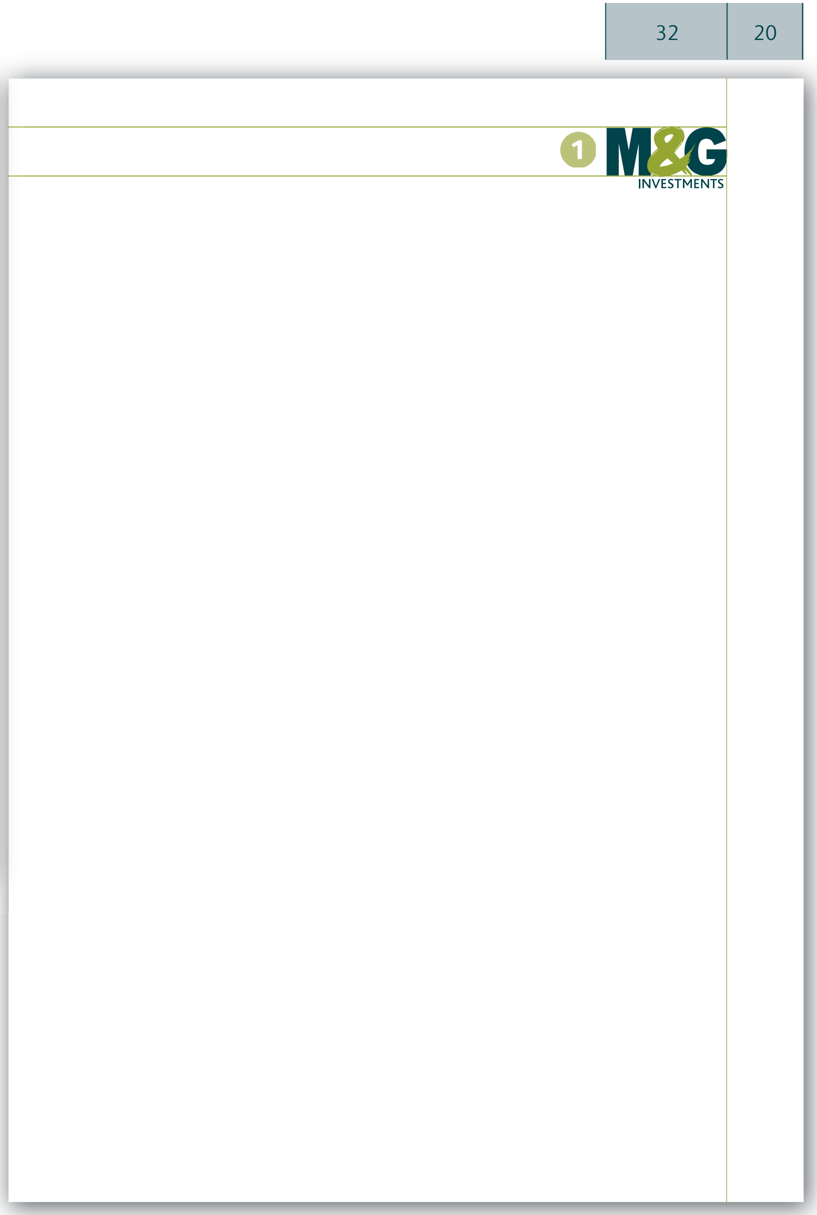
Continuation template (A4)

1 Logo

32mm width logo.


32
20
13
13
1
M&G
INVESTMENTS

Landscape
Dimensions: 210mm x 297mm (landscape)
Example shown 50% of actual size.
All measurements in millimetres.


32
20
1
M&G
INVESTMENTS

Portrait
Dimensions: 297mm x 210mm (portrait)
Example shown 50% of actual size.
All measurements in millimetres.

Letterhead layout (A4)

Typeface

Preferred typeface for typing templates is Arial Regular 11pt set on 14pt line spacing. Upper and lower case ranged left/ragged right. FS Albert should be used for marketing only (as in example).

Typeface margins

Typing margins should be set with the page set-up as follows:
Top: 51, **bottom:** 37, **left and right:** 20.

1 Name and address

No more than six lines allowing use with a window envelope, type on lines 1 to 6.

2 Date

Typed on line 9. Do not place date above line 9 as it may appear in window area.

3 Salutation

Typed on line 13 to ensure it sits comfortably below fold line.

4 Subject (if required)

Typed on line 15 below salutation.

5 Opening paragraph

Typed two lines after subject.
One full line space between paragraphs.

6 Sub-heading

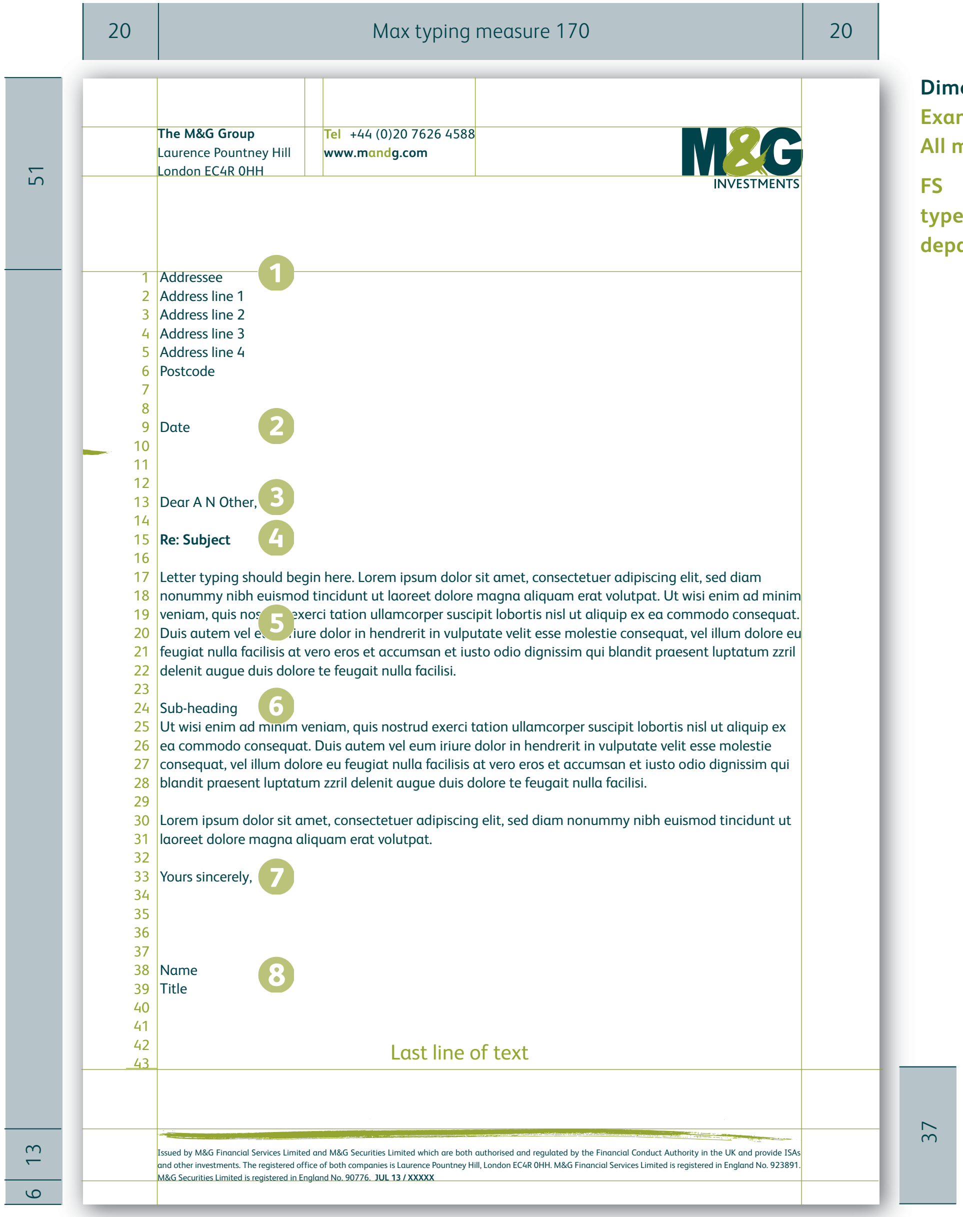
Typed in 11pt/13pt Arial Bold.

7 Closure

Typed two lines after final lines.

8 Sender's name and title

Typed five lines after closure.



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London EC4R 0HH

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1 Addressee
2 Address line 1
3 Address line 2
4 Address line 3
5 Address line 4
6 Postcode
7
8
9 Date
10
11
12
13 Dear A N Other,
14
15 **Re: Subject**
16
17 Letter typing should begin here. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam
18 nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim
19 veniam, quis nos exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.
20 Duis autem vel e iure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu
21 feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril
22 delenit augue duis dolore te feugait nulla facilisi.
23
24 Sub-heading
25 Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex
26 ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie
27 consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui
28 blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.
29
30 Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut
31 laoreet dolore magna aliquam erat volutpat.
32
33 Yours sincerely,
34
35
36
37
38 Name
39 Title
40
41
42
43

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Dimensions: 297mm x 210mm

Example shown 50% of actual size.
All measurements in millimetres.

FS Albert shown as example type, to be used by marketing department only.

Compliment slip

Compliment slip layout

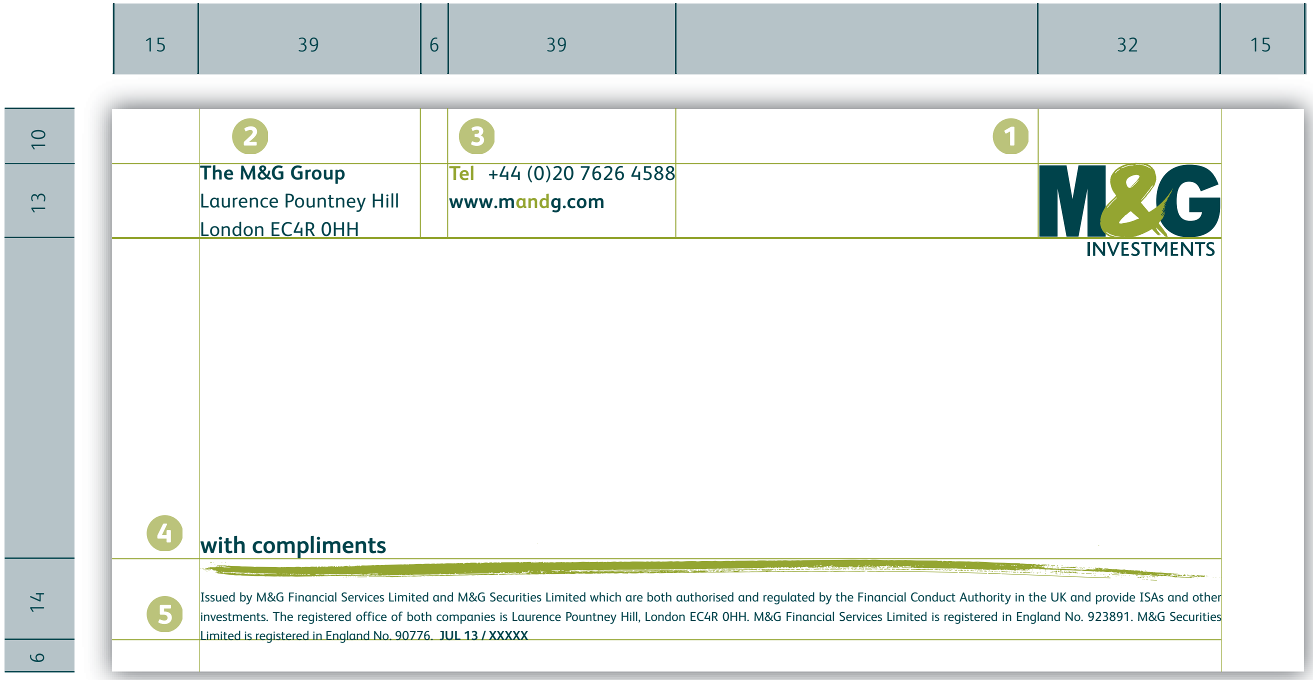
1 **Logo**
32mm width logo.

2 **Title and address**
Title in 10pt/14pt FS Albert Bold in M&G Blue.
Address in 10pt/14pt FS Albert Regular.

3 **Contact details**
Set in 10pt/14pt FS Albert Regular in M&G Blue.
Tel/web address titles in FS Albert Bold, M&G Blue and Green.

4 **with compliments**
Set in 12pt FS Albert Bold lower case in M&G Blue.

5 **Legal information**
Set in 6.5pt/9.5pt FS Albert Regular in M&G Blue.



The M&G Group
Laurence Pountney Hill
London EC4R 0HH

Tel +44 (0)20 7626 4588
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Dimensions: 99mm x 210mm
Example shown 75% of actual size.
All measurements in millimetres.

Business card

Front

1 **Logo**
25mm width logo.

2 **Name**
Set in 10pt FS Albert Bold in M&G Green.

3 **Title and division**
Set in 8pt/10pt FS Albert Regular in M&G Blue.

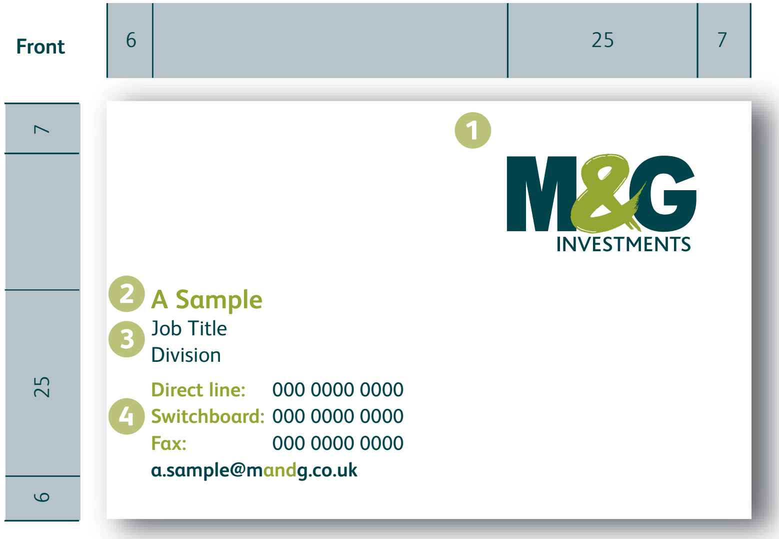
4 **Contact details**
Titles set in 7.5pt/10pt FS Albert Bold in M&G Green. Numbers set in 7.5pt/10pt FS Albert Regular in M&G Blue. Email address set in 7.5pt/10pt FS Albert Bold in M&G Blue and Green.

Back

5 **Address details**
Address set in 7.5pt/10pt FS Albert Regular in white. Web address set in 7.5pt/10pt FS Albert Bold in white.

6 **Legal details**
Set in 6pt/9pt FS Albert Regular in white.

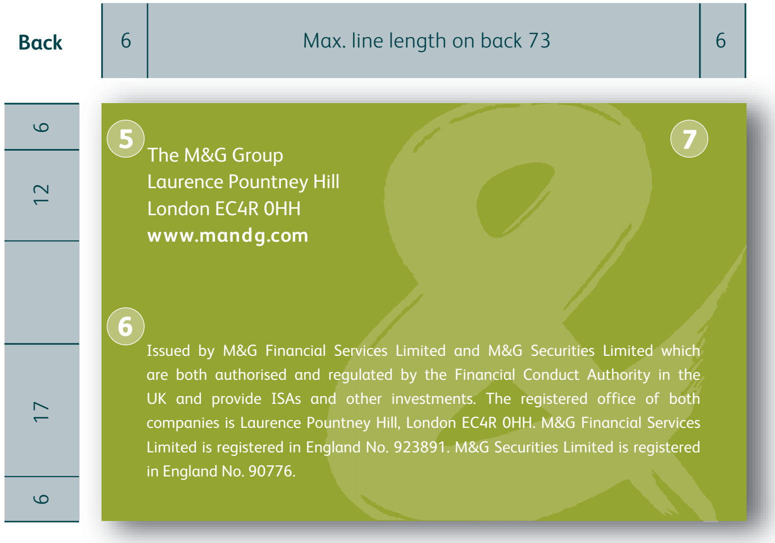
7 **Background**
Full bleed M&G Green with full height ampersand in 50% tint of M&G Green bled off top and bottom of card, ranged right.



A Sample
Job Title
Division

Direct line:	000 0000 0000
Switchboard:	000 0000 0000
Fax:	000 0000 0000

a.sample@mandg.co.uk



The M&G Group
Laurence Pountney Hill
London EC4R 0HH
www.mandg.com

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Dimensions: 55mm x 85mm
Example shown at actual size.
All measurements in millimetres.

Key applications

6.1

Brochure cover layout grid

Front cover elements

A cover should always be designed respecting the use of image area and the dimensions and type sizes indicated below. This will increase impact of content and maintain legibility.

An accent colour should be chosen from the supporting colour palette (Section 3.6). This should be used sparingly to accent graphic elements and vary between covers.

1 **Logo**
32mm width logo.

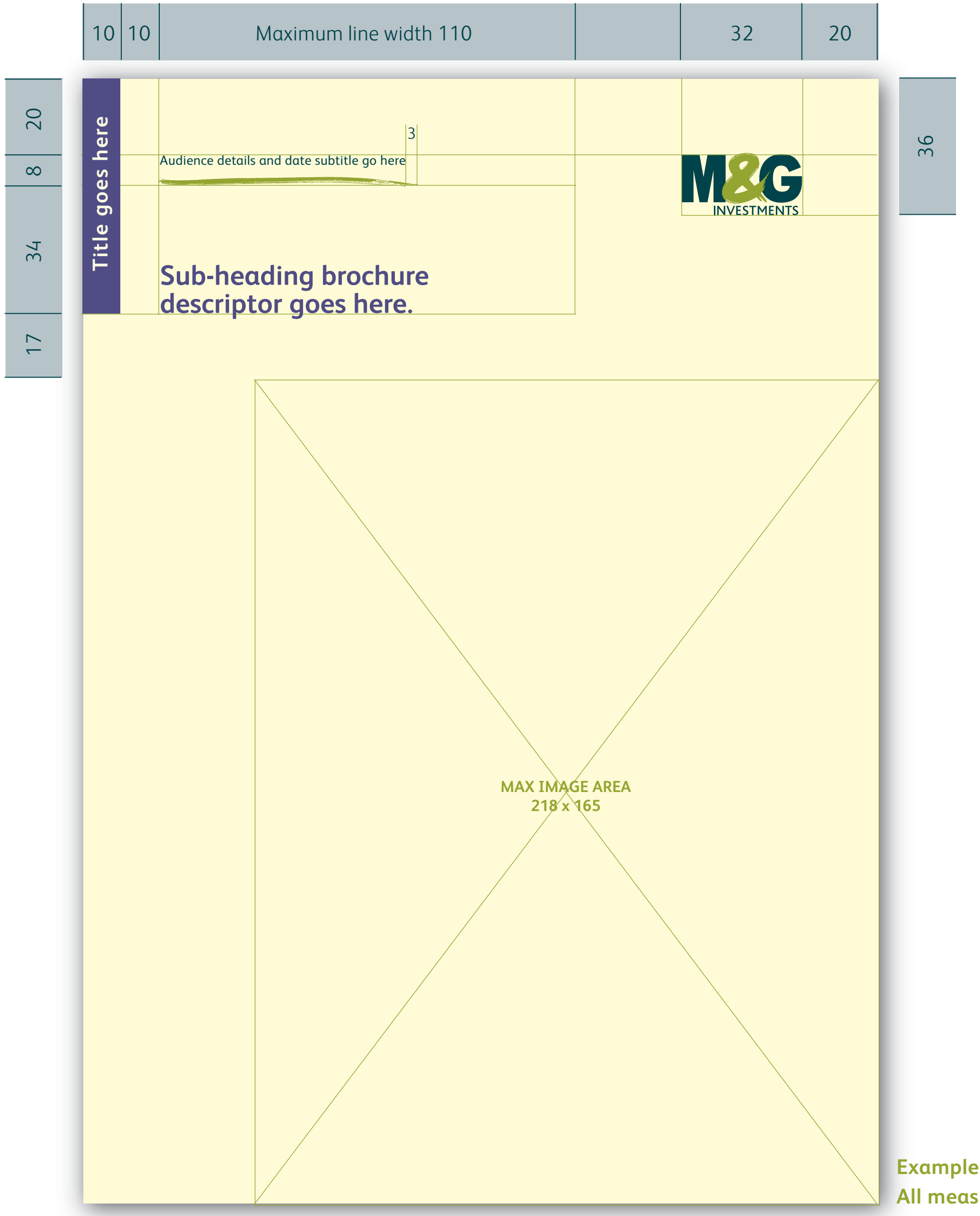
2 **Audience/date**
10pt FS Albert Regular in M&G Blue.
The brush stroke needs to be set 3mm wider than the audience/date copy.

3 **Brochure title**
16pt FS Albert Bold, reversed out of tab.
The tab itself is made from a supporting palette colour (Section 3.6) and can be lengthened to accommodate longer titles.

4 **Sub-heading (if required)**
21pt FS Albert Bold in the same supporting palette colour as tab.

5 **Image**
Illustrations should be closely cropped, bled off cover and ranged bottom right.

6 **Background colour**
The M&G Cream from the core palette (Section 3.5) should be used as the background colour on front covers and white on inside spreads.


10
10
Maximum line width 110
32
20
20
8
34
17
36
Title goes here
3
Audience details and date subtitle go here
M&G INVESTMENTS
Sub-heading brochure descriptor goes here.
MAX IMAGE AREA
218 x 165

Example shown 50% of actual size.
All measurements in millimetres.

Brochure cover example

Illustration

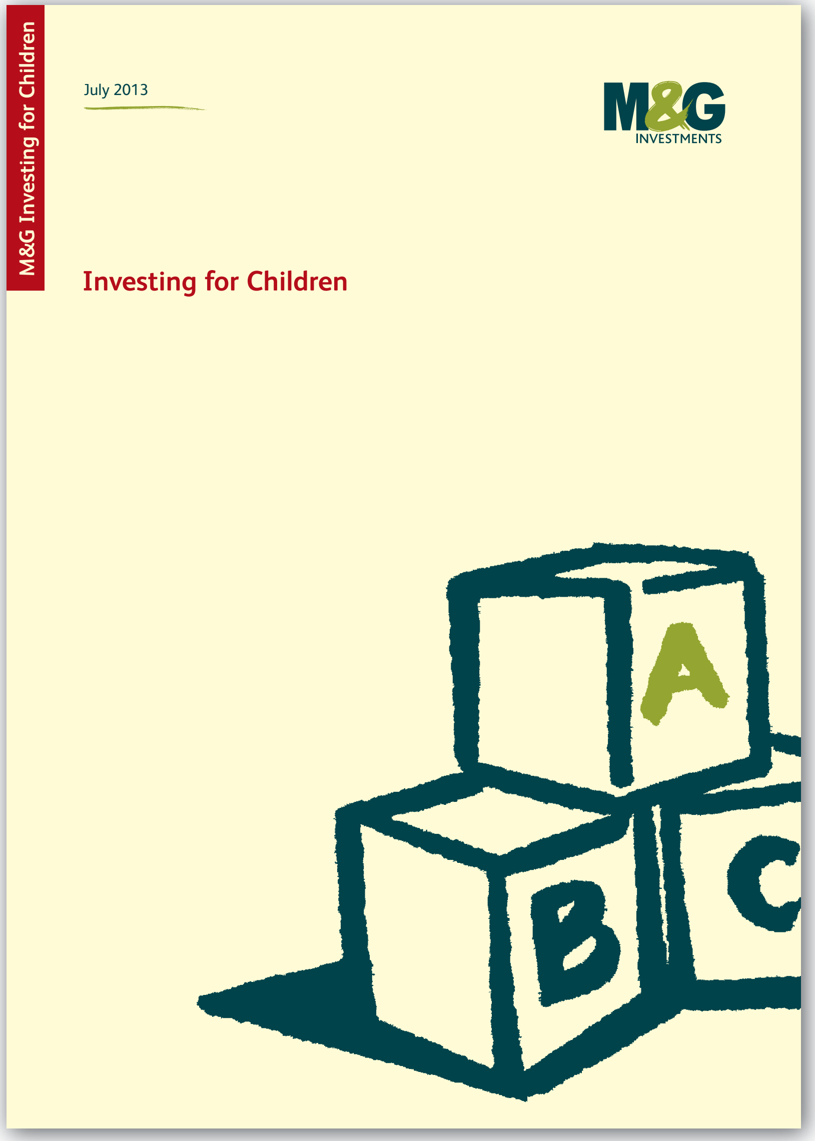
The use of illustration leads the brochure design and is a strong visual property for both the brand and the covers themselves. The image should be strong, dynamic and closely cropped. For further information on the illustrative brief go to Section 4.2.

Tab

A tab system has been created to allow easy identification of brochure titles. The tab colours are not indicative of particular brochures and do not adhere to a hierarchy. They are purely used to carry the brochure titles and can be lengthened for longer titles. The tab is created using any of the supporting palette colours (Section 3.6) as an accent to the overall brochure cover.

Headline/colour

The headline colour should be the same as the tab. This is best kept to a maximum of two lines and covers the content/description of the brochure.



M&G Investing for Children

July 2013

M&G INVESTMENTS

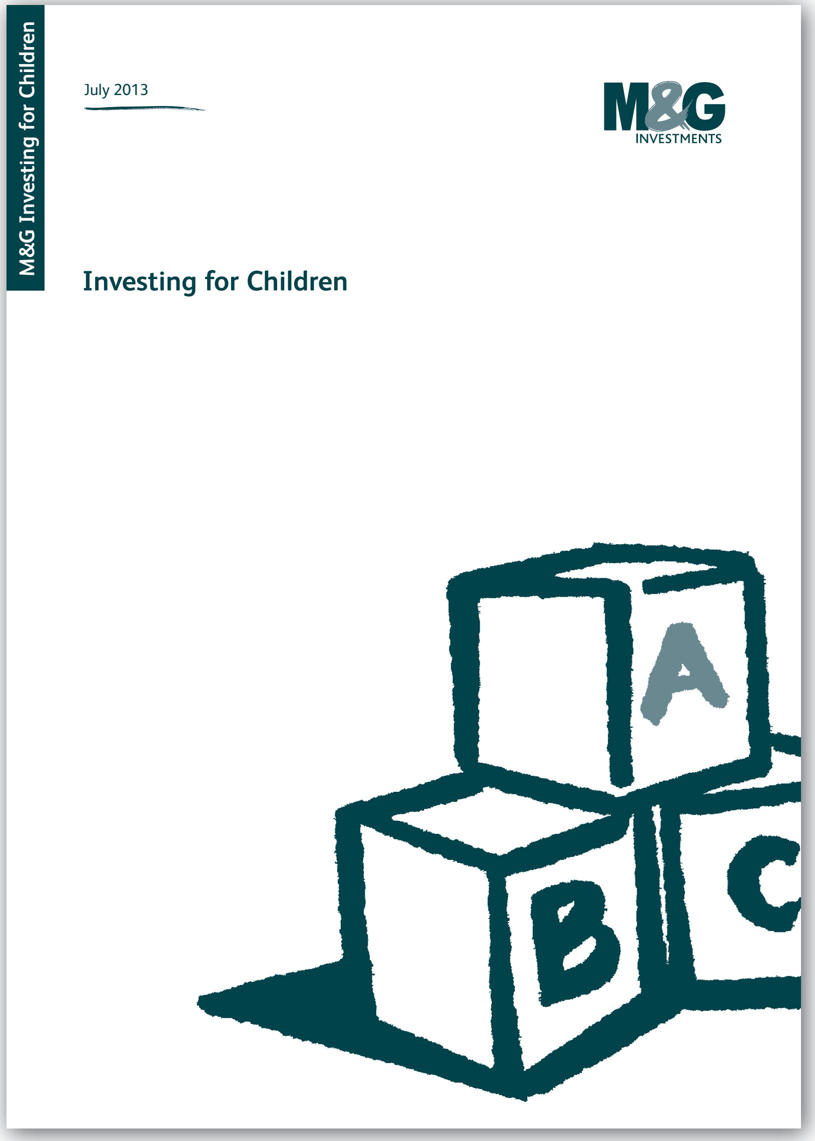
Investing for Children

Example shown 50% of actual size.
All measurements in millimetres.

Brochure cover example (single colour)

Single colour version

Same specification as previous page. All elements on the page should be 100% of the M&G Blue, except for the ampersand of the logo and the accent colour of the illustration; these should be 50% of the M&G Blue.



M&G Investing for Children

July 2013

Investing for Children

Example shown 50% of actual size.
All measurements in millimetres.

Brochure back cover layout

Back cover elements

The contact details should appear within a table as illustrated opposite. This should appear on the back cover of every brochure.

The colour of the table should be set in the M&G Blue and Green palette (Section 3.5).

Furthermore, a 60% tint of Pantone 9140 should be used as a background colour for the table. If printing one colour this should be left clear and a 0.5pt box rule should be used to define the area once filled.

1 **Header**
22pt FS Albert Bold, Pantone 9140.

2 **Icon**
Minimum of **7mm**, M&G Blue.

3 **Sub-headers**
14pt/17pt FS Albert Bold and Regular, M&G Blue.

4 **Body copy**
10pt/13pt FS Albert Regular, M&G Blue.

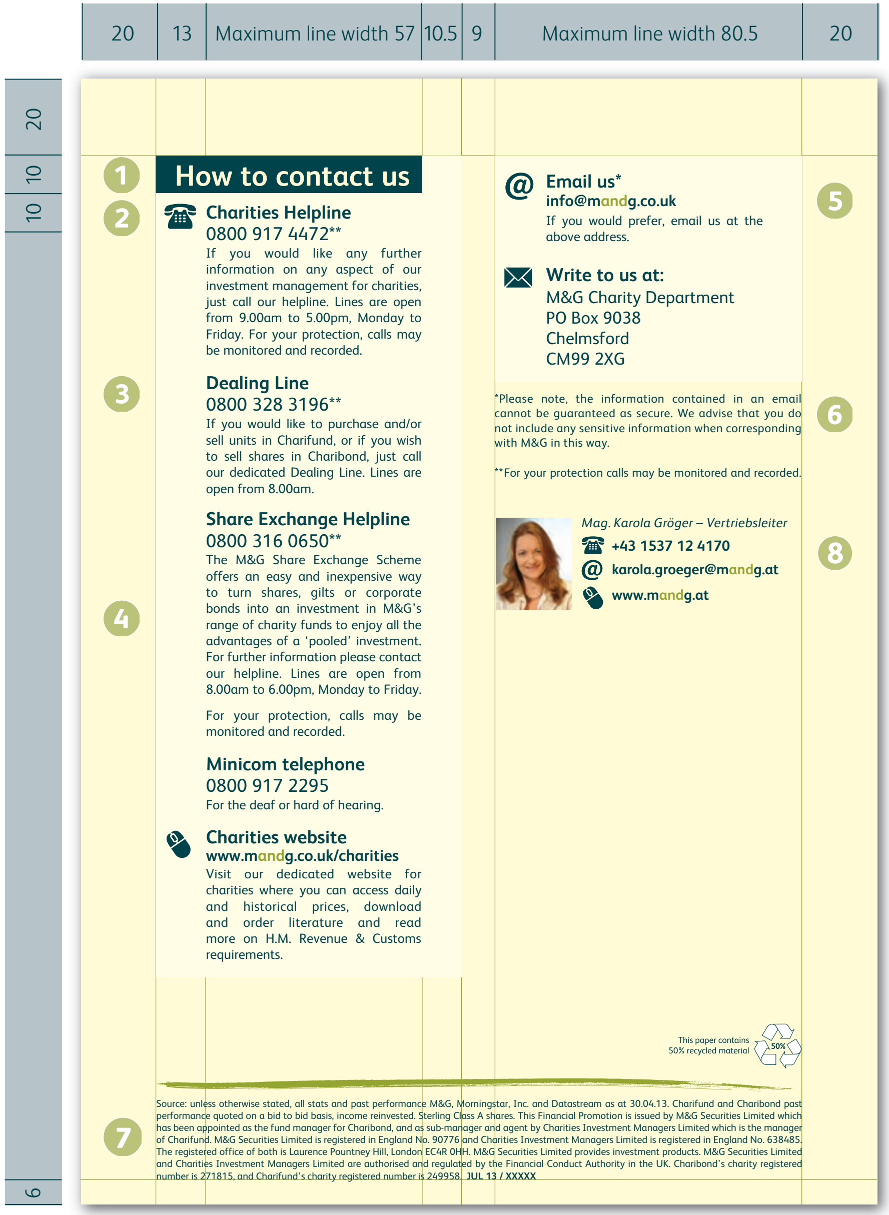
5 **Web/email address**
12pt/15pt FS Albert Bold, M&G Blue and Green.

6 **Notes**
9pt/11pt FS Albert Regular, M&G Blue.
Full line break between paragraphs.

7 **Legal information**
6.5pt/8.5pt FS Albert Regular, M&G Blue.

8 **Fund manager photo**
A full colour fund manager photo can be incorporated next to the contact details if required.

Example shown 50% of actual size. All measurements in millimetres.



How to contact us

Charities Helpline
0800 917 4472**
If you would like any further information on any aspect of our investment management for charities, just call our helpline. Lines are open from 9.00am to 5.00pm, Monday to Friday. For your protection, calls may be monitored and recorded.

Dealing Line
0800 328 3196**
If you would like to purchase and/or sell units in Charifund, or if you wish to sell shares in Charibond, just call our dedicated Dealing Line. Lines are open from 8.00am.

Share Exchange Helpline
0800 316 0650**
The M&G Share Exchange Scheme offers an easy and inexpensive way to turn shares, gilts or corporate bonds into an investment in M&G's range of charity funds to enjoy all the advantages of a 'pooled' investment. For further information please contact our helpline. Lines are open from 8.00am to 6.00pm, Monday to Friday.

For your protection, calls may be monitored and recorded.

Minicom telephone
0800 917 2295
For the deaf or hard of hearing.

Charities website
www.mandg.co.uk/charities
Visit our dedicated website for charities where you can access daily and historical prices, download and order literature and read more on H.M. Revenue & Customs requirements.

Email us*
info@mandg.co.uk
If you would prefer, email us at the above address.

Write to us at:
M&G Charity Department
PO Box 9038
Chelmsford
CM99 2XG

*Please note, the information contained in an email cannot be guaranteed as secure. We advise that you do not include any sensitive information when corresponding with M&G in this way.

**For your protection calls may be monitored and recorded.

Mag. Karola Gröger – Vertriebsleiter
+43 1537 12 4170
karola.groeger@mandg.at
www.mandg.at

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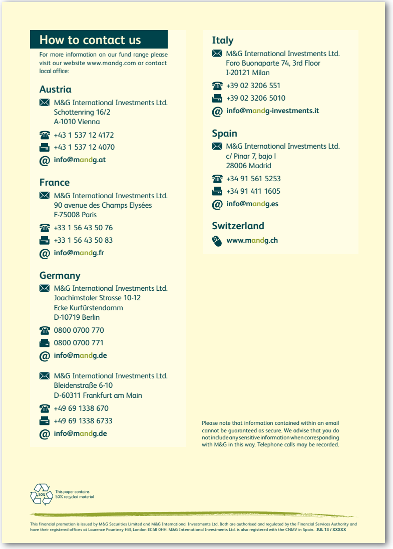
Source: unless otherwise stated, all stats and past performance M&G, Morningstar, Inc. and Datastream as at 30.04.13. Charifund and Charibond past performance quoted on a bid to bid basis, income reinvested. Sterling Class A shares. This Financial Promotion is issued by M&G Securities Limited which has been appointed as the fund manager for Charibond, and as sub-manager and agent by Charities Investment Managers Limited which is the manager of Charifund. M&G Securities Limited is registered in England No. 90776 and Charities Investment Managers Limited is registered in England No. 638485. The registered office of both is Laurence Pountney Hill, London EC4R 0HH. M&G Securities Limited provides investment products. M&G Securities Limited and Charities Investment Managers Limited are authorised and regulated by the Financial Conduct Authority in the UK. Charibond's charity registered number is 271815, and Charifund's charity registered number is 249958. **JUL 13 / XXXXX**

Multiple icons version



How to contact us

For more information on our fund range please visit our website www.mandg.com or contact local office:

Austria
M&G International Investments Ltd.
Schottenring 16/2
A-1010 Vienna
+43 1 537 12 4172
+43 1 537 12 4070
info@mandg.at

France
M&G International Investments Ltd.
90 avenue des Champs Elysées
F-75008 Paris
+33 1 56 43 50 76
+33 1 56 43 50 83
info@mandg.fr

Germany
M&G International Investments Ltd.
Joachimstaler Strasse 10-12
Ecke Kurfürstendamm
D-10719 Berlin
0800 0700 770
0800 0700 771
info@mandg.de

M&G International Investments Ltd.
Bleidenstraße 6-10
D-60311 Frankfurt am Main
+49 69 1338 670
+49 69 1338 6733
info@mandg.de

Italy
M&G International Investments Ltd.
Foro Buonaparte 74, 3rd Floor
I-20121 Milan
+39 02 3206 551
+39 02 3206 5010
info@mandg-investments.it

Spain
M&G International Investments Ltd.
c/ Pinar 7, bajo I
28006 Madrid
+34 91 561 5253
+34 91 411 1605
info@mandg.es

Switzerland
www.mandg.ch

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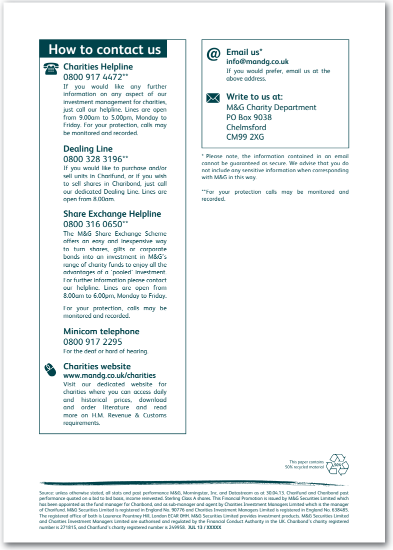
One colour version



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Dealing Line
0800 328 3196**
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0800 316 0650**
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For your protection, calls may be monitored and recorded.

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0800 917 2295
For the deaf or hard of hearing.

Charities website
www.mandg.co.uk/charities
Visit our dedicated website for charities where you can access daily and historical prices, download and order literature and read more on H.M. Revenue & Customs requirements.

Email us*
info@mandg.co.uk
If you would prefer, email us at the above address.

Write to us at:
M&G Charity Department
PO Box 9038
Chelmsford
CM99 2XG

* Please note, the information contained in an email cannot be guaranteed as secure. We advise that you do not include any sensitive information when corresponding with M&G in this way.

**For your protection calls may be monitored and recorded.

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A4 baseline grid

The A4 grid system has been developed to allow flexibility whilst maintaining a controlled structure. The examples that follow later in this section illustrate the flexibility and necessity for this grid, which can be applied to both left and right-hand page applications.

Based on two columns, this grid allows the positioning of text and diagrammatic material in a consistent manner.

The horizontal baseline grid is shown in 8pt increments and all body copy and line spacing should correspond to these 8pt increments.

When designing these pages it is important to allow a generous amount of white space and not to overcrowd layouts.

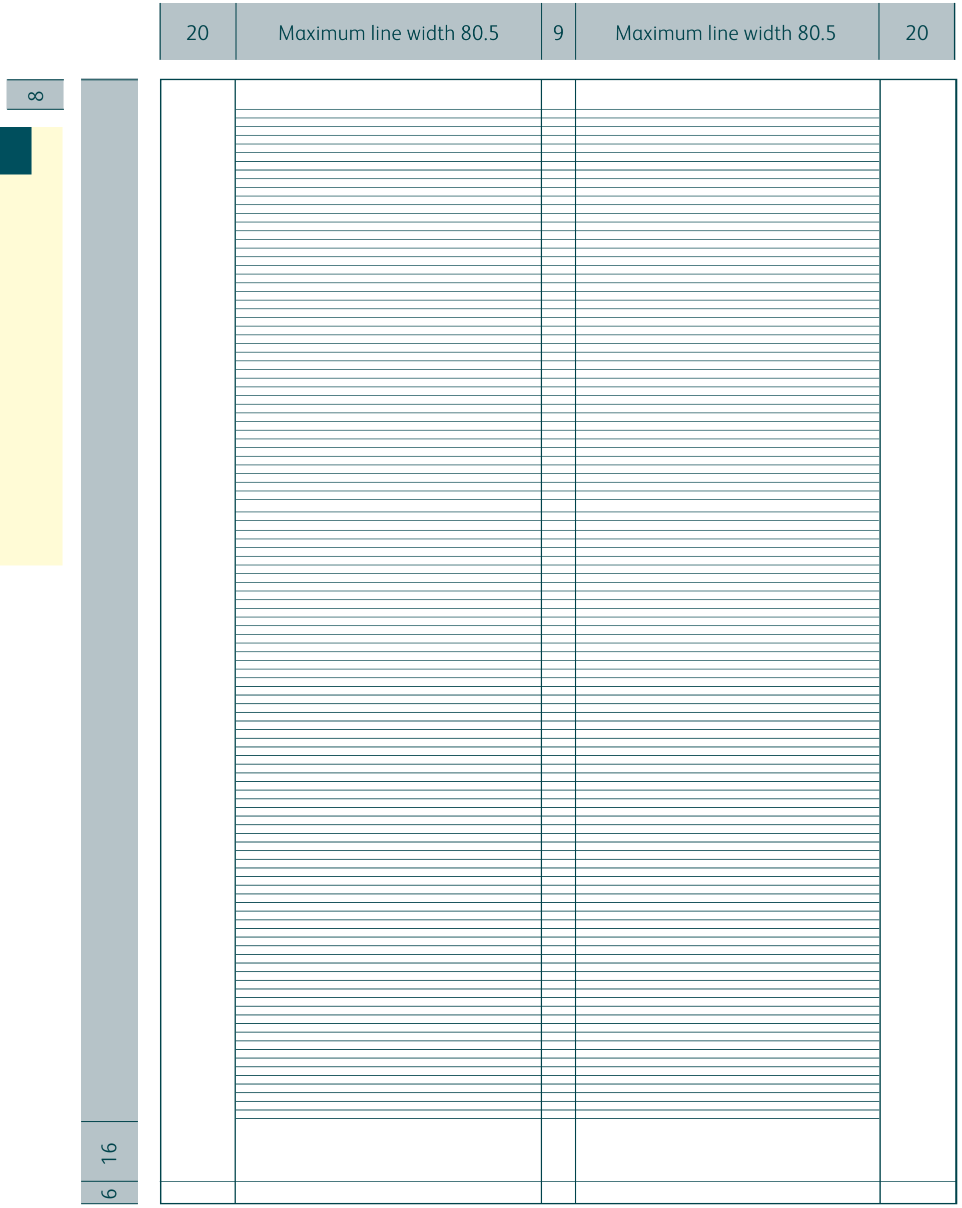
Paragraphs

Copy should be justified for editorial applications such as magazines and brochures and ranged left for headlines, sub-headers and other applications.

Type

The table opposite lists all the recommended type sizes for all A4 literature. This, used in conjunction with the following examples and baseline grid, will allow literature designers to create each documented design.

Function:	Typeface:	Size:
Main heading	**FS Albert Extra Bold**	24pt
Subtitle	FS Albert Light	22pt
Sub-heading A	**FS Albert Bold**	16pt
Body copy A	FS Albert Light	12pt
Sub-heading B	**FS Albert Bold**	16pt
Body copy B	FS Albert Regular	10pt
Sub-heading C	**FS Albert Bold**	10pt
Body copy C	FS Albert Light	10pt
Caption copy	**FS Albert Bold**	20pt
Data heading	**FS Albert Bold**	9pt
Data copy	FS Albert Regular	9pt



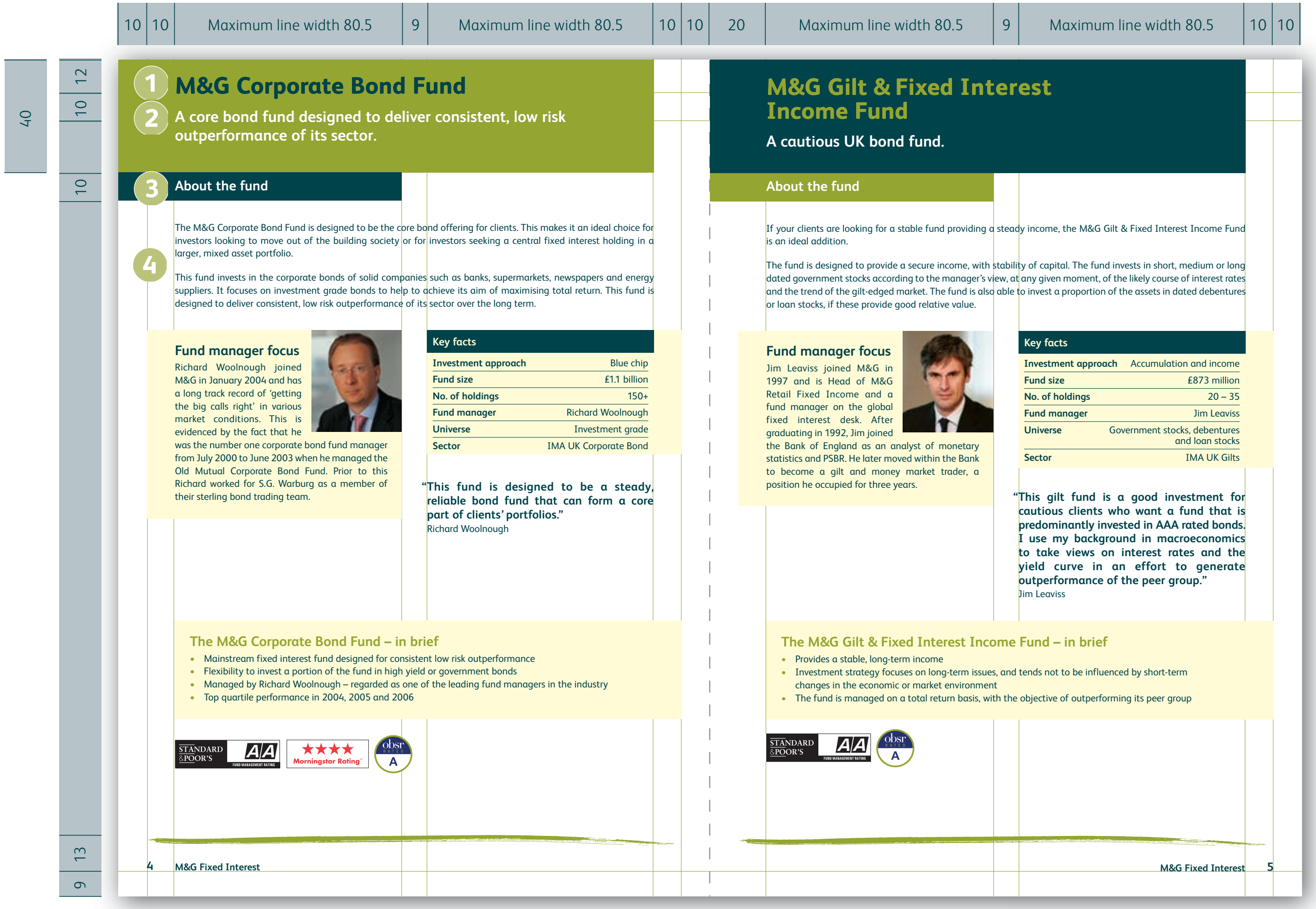
Brochure spread layout

1 **Headline**
24pt/25pt FS Albert Extra Bold, M&G Green or Blue respective of bar colour.

2 **Sub-headings**
16pt/19pt FS Albert Bold. Title in white or M&G Green, respective of background.

3 **Bar system**
M&G Blue for left-hand pages and M&G Green for right-hand pages.

4 **Body copy/paragraphs**
10pt/13pt FS Albert Regular, M&G Blue.
4mm line space between paragraphs.



M&G Corporate Bond Fund

A core bond fund designed to deliver consistent, low risk outperformance of its sector.

About the fund

The M&G Corporate Bond Fund is designed to be the core bond offering for clients. This makes it an ideal choice for investors looking to move out of the building society or for investors seeking a central fixed interest holding in a larger, mixed asset portfolio.

This fund invests in the corporate bonds of solid companies such as banks, supermarkets, newspapers and energy suppliers. It focuses on investment grade bonds to help to achieve its aim of maximising total return. This fund is designed to deliver consistent, low risk outperformance of its sector over the long term.

Fund manager focus

Richard Woolnough joined M&G in January 2004 and has a long track record of 'getting the big calls right' in various market conditions. This is evidenced by the fact that he was the number one corporate bond fund manager from July 2000 to June 2003 when he managed the Old Mutual Corporate Bond Fund. Prior to this Richard worked for S.G. Warburg as a member of their sterling bond trading team.

Key facts	
Investment approach	Blue chip
Fund size	£1.1 billion
No. of holdings	150+
Fund manager	Richard Woolnough
Universe	Investment grade
Sector	IMA UK Corporate Bond

> **"This fund is designed to be a steady, reliable bond fund that can form a core part of clients' portfolios."**
> Richard Woolnough

The M&G Corporate Bond Fund – in brief

- Mainstream fixed interest fund designed for consistent low risk outperformance
- Flexibility to invest a portion of the fund in high yield or government bonds
- Managed by Richard Woolnough – regarded as one of the leading fund managers in the industry
- Top quartile performance in 2004, 2005 and 2006

4 **M&G Fixed Interest**

M&G Gilt & Fixed Interest Income Fund

A cautious UK bond fund.

About the fund

If your clients are looking for a stable fund providing a steady income, the M&G Gilt & Fixed Interest Income Fund is an ideal addition.

The fund is designed to provide a secure income, with stability of capital. The fund invests in short, medium or long dated government stocks according to the manager's view, at any given moment, of the likely course of interest rates and the trend of the gilt-edged market. The fund is also able to invest a proportion of the assets in dated debentures or loan stocks, if these provide good relative value.

Fund manager focus

Jim Leaviss joined M&G in 1997 and is Head of M&G Retail Fixed Income and a fund manager on the global fixed interest desk. After graduating in 1992, Jim joined the Bank of England as an analyst of monetary statistics and PSBR. He later moved within the Bank to become a gilt and money market trader, a position he occupied for three years.

Key facts	
Investment approach	Accumulation and income
Fund size	£873 million
No. of holdings	20 – 35
Fund manager	Jim Leaviss
Universe	Government stocks, debentures and loan stocks
Sector	IMA UK Gilts

> **"This gilt fund is a good investment for cautious clients who want a fund that is predominantly invested in AAA rated bonds. I use my background in macroeconomics to take views on interest rates and the yield curve in an effort to generate outperformance of the peer group."**
> Jim Leaviss

The M&G Gilt & Fixed Interest Income Fund – in brief

- Provides a stable, long-term income
- Investment strategy focuses on long-term issues, and tends not to be influenced by short-term changes in the economic or market environment
- The fund is managed on a total return basis, with the objective of outperforming its peer group

M&G Fixed Interest 5

Dual branded sales aid cover

Dual branded front cover elements

1 M&G logo
32mm width logo.

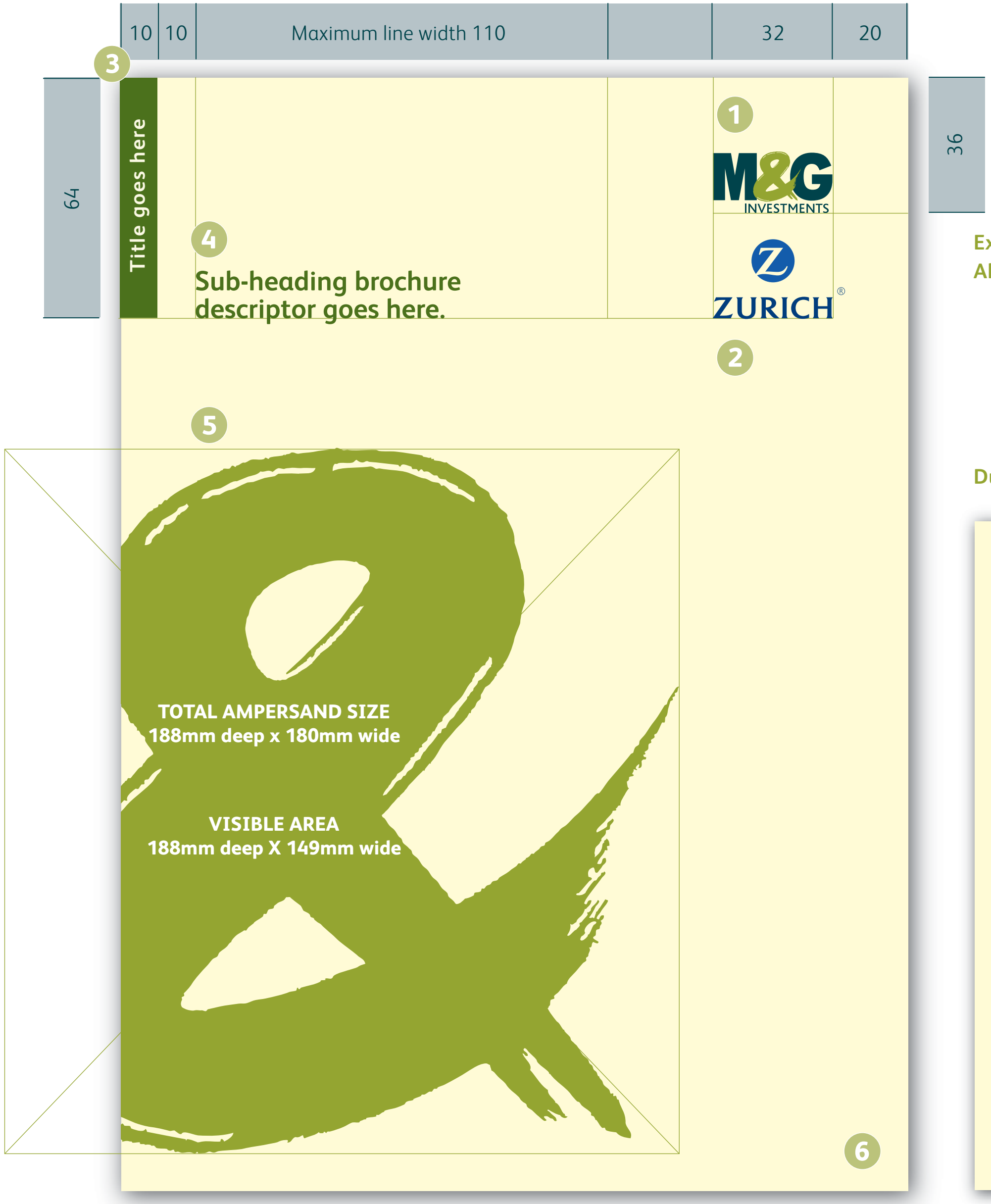
2 Secondary logo
To have equal prominence with the M&G logo but never overpower.

3 Brochure title
16pt FS Albert Bold, reversed out of tab. The tab itself is made from the supporting colour palette (Section 3.6) and can be lengthened to accommodate longer titles.

4 Sub-heading (if required)
21pt FS Albert Bold in the same supporting palette colour as tab.

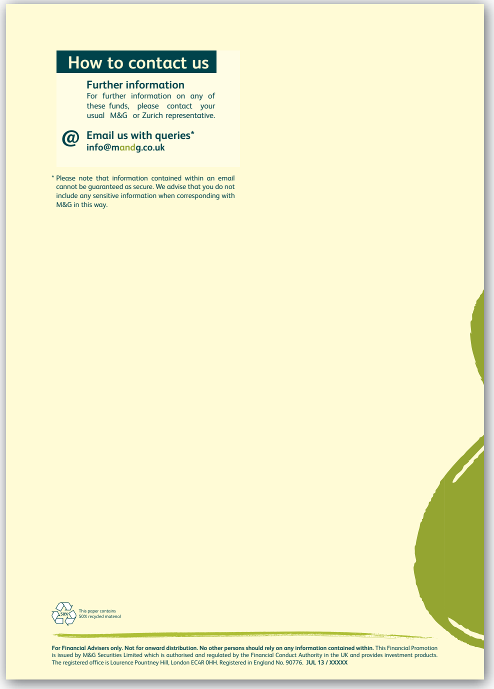
5 Ampersand
The ampersand illustration should be positioned in the bottom left and allowed to run on to the back cover (see opposite).

6 Background colour
The M&G Cream from the core palette (Section 3.5) should be used as the background colour on front covers and white on inside spreads.


10
10
Maximum line width 110
32
20
64
36
3
Title goes here
1
M&G
INVESTMENTS
ZURICH
2
4
Sub-heading brochure descriptor goes here.
5
TOTAL AMPERSAND SIZE
188mm deep x 180mm wide
VISIBLE AREA
188mm deep X 149mm wide
6

Example shown 50% of actual size.
All measurements in millimetres.

Dual branded back cover


How to contact us

Further information
For further information on any of these funds, please contact your usual M&G or Zurich representative.

@ Email us with queries*
info@mandg.co.uk

* Please note that information contained within an email cannot be guaranteed as secure. We advise that you do not include any sensitive information when corresponding with M&G in this way.

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Sales aid layout

1 **Lockup headline**
13pt FS Albert Bold, uppercase and white.

2 **Headline**
22pt FS Albert Bold, M&G Blue.

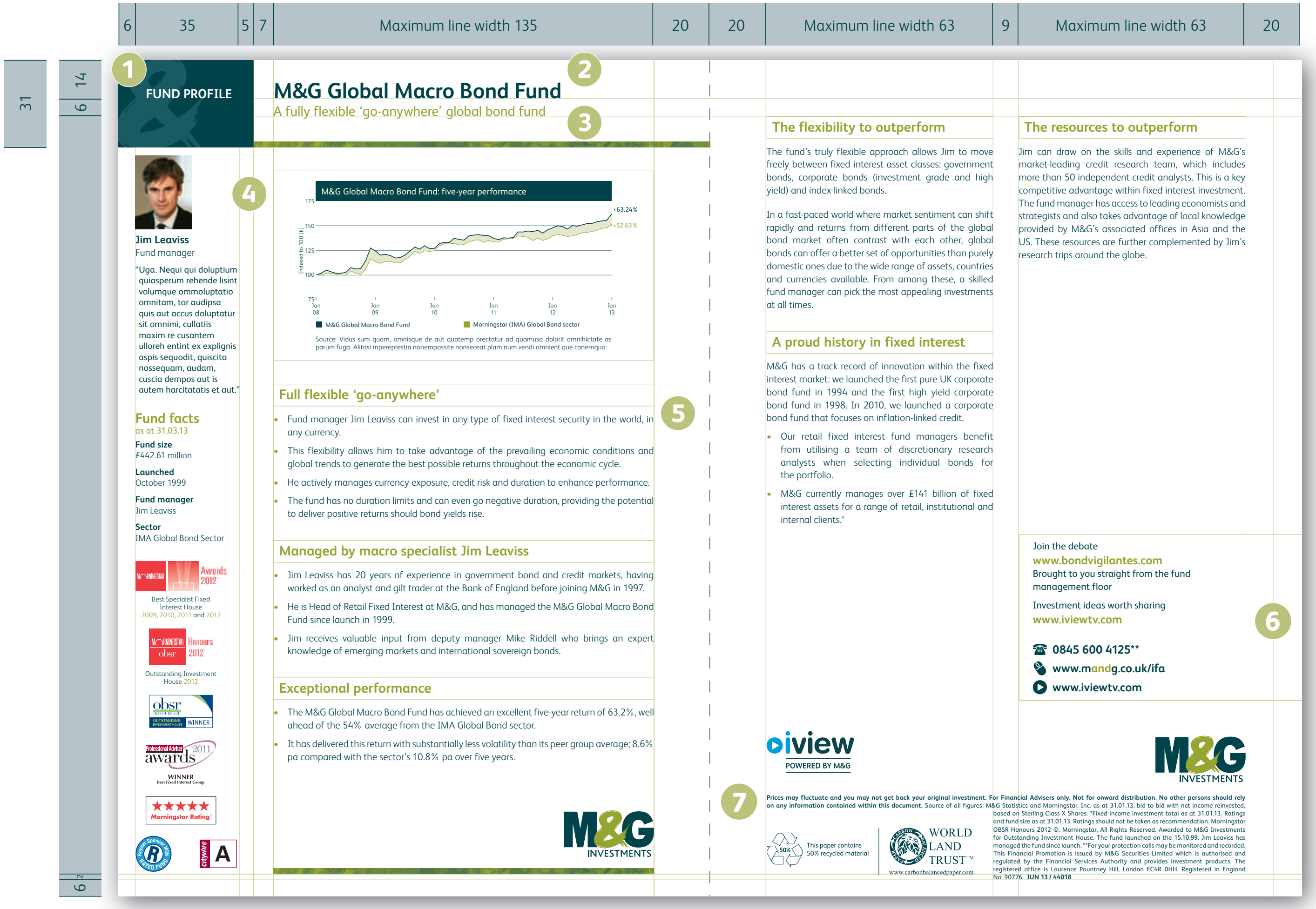
3 **Sub-heading**
14pt FS Albert Regular, M&G Green.

4 **Graph**
Refer to Section 3.8 for styling.

5 **Section heading/paragraphs**
14pt FS Albert Bold, M&G Green.
10pt/13pt FS Albert Regular, M&G Blue.

6 **Contact details**
Body copy 10pt/13pt FS Albert Regular, M&G Blue.
Contact details 12pt FS Albert Bold, M&G Blue and Green.

8 **Legal information**
6.5pt/7pt FS Albert Regular, M&G Blue.



FUND PROFILE

M&G Global Macro Bond Fund

A fully flexible 'go-anywhere' global bond fund

Jim Leaviss
Fund manager

"Uga. Nequi qui doluptium quiasperum rehende lisint volumque ommoluptatio omnitam, tor audipsa quis aut accus doluptatur sit omnimi, cullatiis maxim re cusantem ulloreh entint ex explignis aspis sequodit, quiscita nossequam, audam, cuscia dempos aut is autem harcitatatis et aut."

Fund facts
as at 31.03.13

Fund size
£442.61 million

Launched
October 1999

Fund manager
Jim Leaviss

Sector
IMA Global Bond Sector

Best Specialist Fixed Interest House 2009, 2010, 2011 and 2012

Outstanding Investment House 2012

WINNER
Best Fixed Interest Group

M&G Global Macro Bond Fund: five-year performance

■ M&G Global Macro Bond Fund ■ Morningstar (IMA) Global Bond sector

Source: Vidus sum quam, omnisque de aut quatemp orectatur ad quamusa dolorit omnihictate as parum fuga. Alitasi mpereprestia nonempossite nonseceat plam num vendi omnient que conemquo.

Full flexible 'go-anywhere'

- Fund manager Jim Leaviss can invest in any type of fixed interest security in the world, in any currency.
- This flexibility allows him to take advantage of the prevailing economic conditions and global trends to generate the best possible returns throughout the economic cycle.
- He actively manages currency exposure, credit risk and duration to enhance performance.
- The fund has no duration limits and can even go negative duration, providing the potential to deliver positive returns should bond yields rise.

Managed by macro specialist Jim Leaviss

- Jim Leaviss has 20 years of experience in government bond and credit markets, having worked as an analyst and gilt trader at the Bank of England before joining M&G in 1997.
- He is Head of Retail Fixed Interest at M&G, and has managed the M&G Global Macro Bond Fund since launch in 1999.
- Jim receives valuable input from deputy manager Mike Riddell who brings an expert knowledge of emerging markets and international sovereign bonds.

Exceptional performance

- The M&G Global Macro Bond Fund has achieved an excellent five-year return of 63.2%, well ahead of the 54% average from the IMA Global Bond sector.
- It has delivered this return with substantially less volatility than its peer group average; 8.6% pa compared with the sector's 10.8% pa over five years.

The flexibility to outperform

The fund's truly flexible approach allows Jim to move freely between fixed interest asset classes: government bonds, corporate bonds (investment grade and high yield) and index-linked bonds.

In a fast-paced world where market sentiment can shift rapidly and returns from different parts of the global bond market often contrast with each other, global bonds can offer a better set of opportunities than purely domestic ones due to the wide range of assets, countries and currencies available. From among these, a skilled fund manager can pick the most appealing investments at all times.

A proud history in fixed interest

M&G has a track record of innovation within the fixed interest market: we launched the first pure UK corporate bond fund in 1994 and the first high yield corporate bond fund in 1998. In 2010, we launched a corporate bond fund that focuses on inflation-linked credit.

- Our retail fixed interest fund managers benefit from utilising a team of discretionary research analysts when selecting individual bonds for the portfolio.
- M&G currently manages over £141 billion of fixed interest assets for a range of retail, institutional and internal clients.*

The resources to outperform

Jim can draw on the skills and experience of M&G's market-leading credit research team, which includes more than 50 independent credit analysts. This is a key competitive advantage within fixed interest investment. The fund manager has access to leading economists and strategists and also takes advantage of local knowledge provided by M&G's associated offices in Asia and the US. These resources are further complemented by Jim's research trips around the globe.

Join the debate
www.bondvigilantes.com
Brought to you straight from the fund management floor

Investment ideas worth sharing
www.iviewtv.com

☎ **0845 600 4125****
www.mandg.co.uk/ifa
www.iviewtv.com

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Sales aids help to provide a snapshot of useful or important information. They need to be clear, precise and informative. Try not to clutter or crowd the layout; if this is unavoidable, keep the layout balanced and easy to read. Create headers, charts and graphs to allow the viewer to navigate their way around the information easily.

Magazine cover layout

Masthead

Incorporating the M&G logo and the ‘AZINE’ word, the masthead/magazine name runs along the top of the magazine.

Photography

The image should be strong, dynamic and closely cropped to allow dynamism and tension on the cover. When choosing or commissioning a photograph make sure it is directly in line with our photographic brief. For further information go to **Photographic style Section 4.4**.

Bar system

The bar system is used to house any additional leading magazine articles.

Front cover elements

Accent colours can be chosen from the supporting colour palette (Section 3.6). This should be used sparingly to accent graphic elements and be different for each cover.

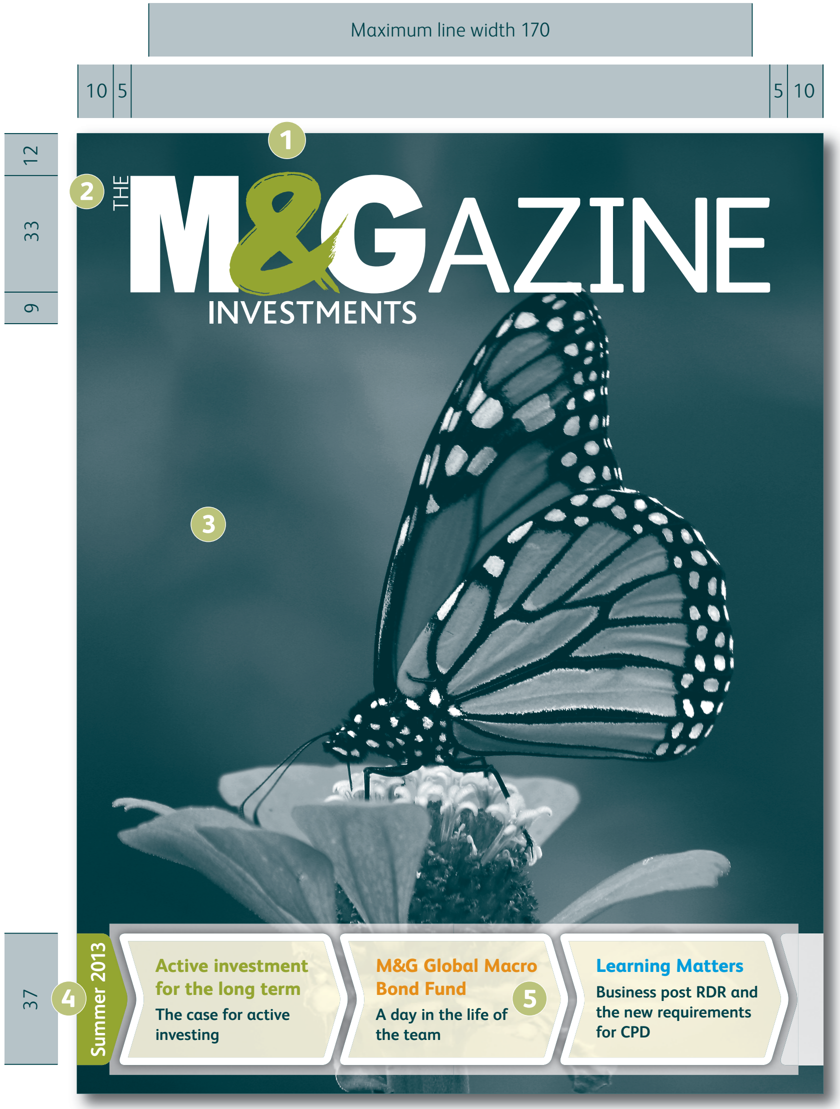
1 **Logo/title**
Logo cap height of 33mm.
‘AZINE’ set to 109pt FS Albert Regular, White.

2 **THE**
18pt FS Albert Light, White.

3 **Image**
Photography should be closely cropped and should sit in the main image area. The image then needs to be bled off cover.

4 **Bar system**
The bar elements use a combination of the main colour palette and secondary colour palette for the article headings. The panels are set to a 10% transparency to partially show the background image.

5 **Further articles copy**
Headline in 15pt/18pt FS Albert Extra Bold, supporting colour palette and sub-heading in 13pt/16pt FS Albert Bold, M&G Blue.



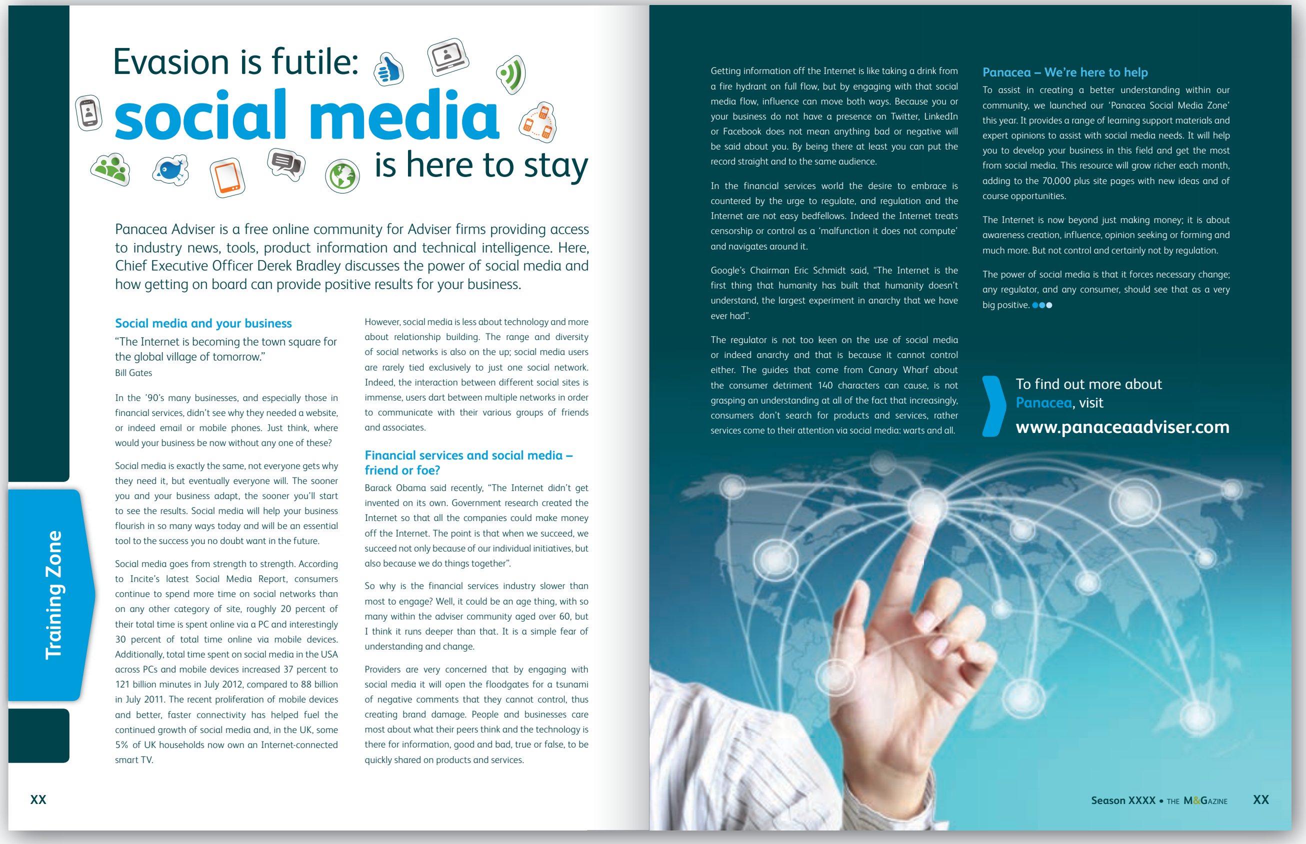
Maximum line width 170
10
5
5
10
12
33
9
37
1
2
3
4
5
THE
M&GAZINE
INVESTMENTS
Summer 2013
Active investment for the long term
The case for active investing
M&G Global Macro Bond Fund
A day in the life of the team
Learning Matters
Business post RDR and the new requirements for CPD

Magazine spread example

Spread elements

When designing the layout of the magazine consider the editorial nature of the content. Use a balance of text, images and quotes. Try not to crowd the page with information, instead create levels of information as appropriate.

Remember, it is a magazine and should look like a magazine and be editorial in content and style.



Training Zone

Evasion is futile: social media is here to stay

Panacea Adviser is a free online community for Adviser firms providing access to industry news, tools, product information and technical intelligence. Here, Chief Executive Officer Derek Bradley discusses the power of social media and how getting on board can provide positive results for your business.

Social media and your business

"The Internet is becoming the town square for the global village of tomorrow."
Bill Gates

In the '90's many businesses, and especially those in financial services, didn't see why they needed a website, or indeed email or mobile phones. Just think, where would your business be now without any one of these?

Social media is exactly the same, not everyone gets why they need it, but eventually everyone will. The sooner you and your business adapt, the sooner you'll start to see the results. Social media will help your business flourish in so many ways today and will be an essential tool to the success you no doubt want in the future.

Social media goes from strength to strength. According to Incite's latest Social Media Report, consumers continue to spend more time on social networks than on any other category of site, roughly 20 percent of their total time is spent online via a PC and interestingly 30 percent of total time online via mobile devices. Additionally, total time spent on social media in the USA across PCs and mobile devices increased 37 percent to 121 billion minutes in July 2012, compared to 88 billion in July 2011. The recent proliferation of mobile devices and better, faster connectivity has helped fuel the continued growth of social media and, in the UK, some 5% of UK households now own an Internet-connected smart TV.

However, social media is less about technology and more about relationship building. The range and diversity of social networks is also on the up; social media users are rarely tied exclusively to just one social network. Indeed, the interaction between different social sites is immense, users dart between multiple networks in order to communicate with their various groups of friends and associates.

Financial services and social media – friend or foe?

Barack Obama said recently, "The Internet didn't get invented on its own. Government research created the Internet so that all the companies could make money off the Internet. The point is that when we succeed, we succeed not only because of our individual initiatives, but also because we do things together".

So why is the financial services industry slower than most to engage? Well, it could be an age thing, with so many within the adviser community aged over 60, but I think it runs deeper than that. It is a simple fear of understanding and change.

Providers are very concerned that by engaging with social media it will open the floodgates for a tsunami of negative comments that they cannot control, thus creating brand damage. People and businesses care most about what their peers think and the technology is there for information, good and bad, true or false, to be quickly shared on products and services.

xx

Getting information off the Internet is like taking a drink from a fire hydrant on full flow, but by engaging with that social media flow, influence can move both ways. Because you or your business do not have a presence on Twitter, LinkedIn or Facebook does not mean anything bad or negative will be said about you. By being there at least you can put the record straight and to the same audience.

In the financial services world the desire to embrace is countered by the urge to regulate, and regulation and the Internet are not easy bedfellows. Indeed the Internet treats censorship or control as a 'malfunction it does not compute' and navigates around it.

Google's Chairman Eric Schmidt said, "The Internet is the first thing that humanity has built that humanity doesn't understand, the largest experiment in anarchy that we have ever had".

The regulator is not too keen on the use of social media or indeed anarchy and that is because it cannot control either. The guides that come from Canary Wharf about the consumer detriment 140 characters can cause, is not grasping an understanding at all of the fact that increasingly, consumers don't search for products and services, rather services come to their attention via social media: warts and all.

Panacea – We're here to help

To assist in creating a better understanding within our community, we launched our 'Panacea Social Media Zone' this year. It provides a range of learning support materials and expert opinions to assist with social media needs. It will help you to develop your business in this field and get the most from social media. This resource will grow richer each month, adding to the 70,000 plus site pages with new ideas and of course opportunities.

The Internet is now beyond just making money; it is about awareness creation, influence, opinion seeking or forming and much more. But not control and certainly not by regulation.

The power of social media is that it forces necessary change; any regulator, and any consumer, should see that as a very big positive. ●●●

To find out more about Panacea, visit
www.panaceaadviser.com

Season XXXX • THE M&GAZINE XX

Spread elements

An accent colour should be chosen from the supporting colour palette (Section 3.6) or the use of the M&G Green is an option. This should be used sparingly to accent graphic elements and be different for each spread.

1 **Article intro copy**
16pt FS Albert Bold, white.

2 **Headline**
35pt FS Albert Regular, M&G Blue.
66pt FS Albert Extra Bold, supporting palette or M&G Green.

3 **Section tab copy**
20pt FS Albert Bold, white.

4 **Article intro paragraph**
Title: 14pt/17pt FS Albert Light, M&G Blue.

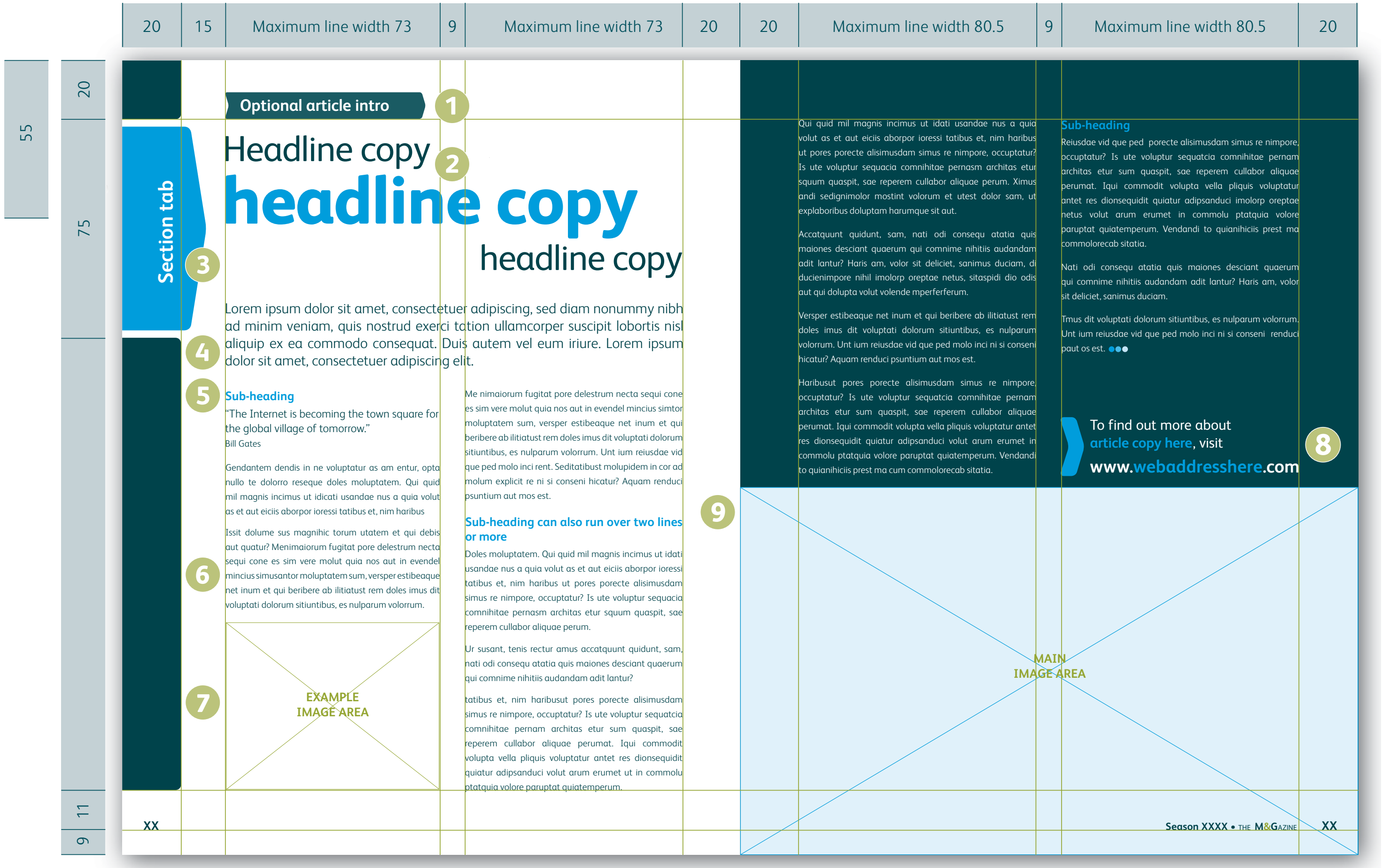
5 **Sub-heading**
14pt FS Albert Bold, white.

6 **Intro/paragraph copy**
9pt/12pt FS Albert Bold, white.
9pt/12pt FS Albert Light, white.

7 **Images**
See photographic style guidelines (Section 3.12).

8 **Call to action/web address**
12pt/15pt FS Albert Bold, white and supporting colour palette or M&G Green.

9 **Image**
Photography should be closely cropped and sit in the Main Image Area. The image then needs to bleed off the page. If the image and copy allow, it can then fade to white behind the intro paragraph.

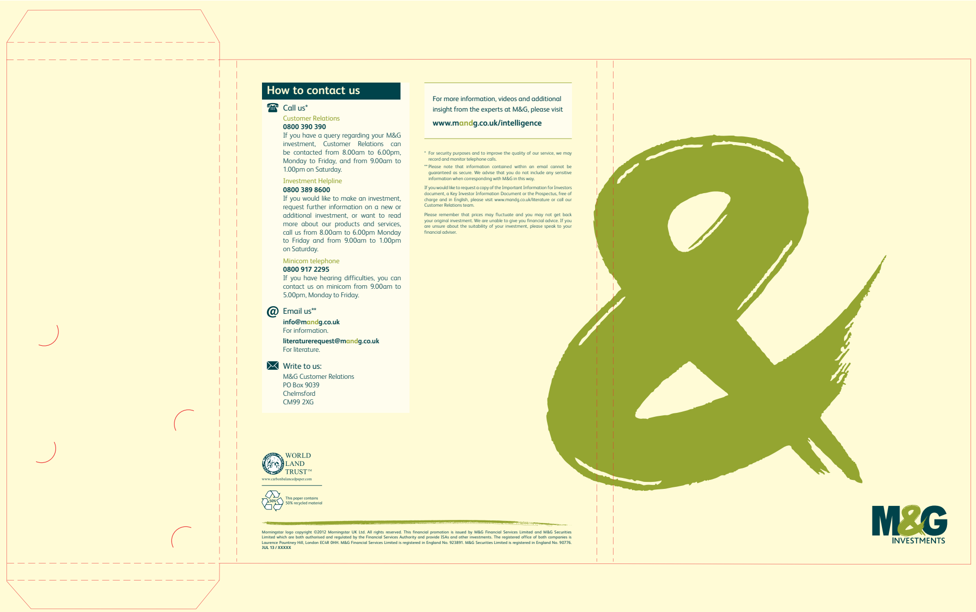

20
15
Maximum line width 73
9
Maximum line width 73
20
20
Maximum line width 80.5
9
Maximum line width 80.5
20
55
20
75
11
9
Optional article intro
1
Headline copy
2
headline copy
headline copy
Section tab
3
Lorem ipsum dolor sit amet, consectetuer adipiscing, sed diam nonummy nibh ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl aliquip ex ea commodo consequat. Duis autem vel eum iriure. Lorem ipsum dolor sit amet, consectetuer adipiscing elit.
4
5
Sub-heading
"The Internet is becoming the town square for the global village of tomorrow."
Bill Gates
6
Sub-heading can also run over two lines or more
7
EXAMPLE IMAGE AREA
9
MAIN IMAGE AREA
Sub-heading
To find out more about article copy here, visit
www.webaddresshere.com
8
XX
Season XXXX • THE M&GAZINE
XX

Please note:

1. The font sizes and layout in this section are for guidance of how a typical page should be styled and laid out; we appreciate your content may be different to the above example. With that in mind, the opposite text sizes should be used as a baseline and then increased/decreased, if necessary (excluding the intro copy/paragraphs).
2. The logo or brush stroke doesn't appear at the base of inside spreads.

Corporate folder layout

Inside front pocket, back cover and front cover



How to contact us

☎ Call us*

Customer Relations

0800 390 390

If you have a query regarding your M&G investment, Customer Relations can be contacted from 8.00am to 6.00pm, Monday to Friday, and from 9.00am to 1.00pm on Saturday.

Investment Helpline

0800 389 8600

If you would like to make an investment, request further information on a new or additional investment, or want to read more about our products and services, call us from 8.00am to 6.00pm Monday to Friday and from 9.00am to 1.00pm on Saturday.

Minicom telephone

0800 917 2295

If you have hearing difficulties, you can contact us on minicom from 9.00am to 5.00pm, Monday to Friday.

@ Email us**

info@mandg.co.uk

For information.

literaturerequest@mandg.co.uk

For literature.

✉ Write to us:

M&G Customer Relations
PO Box 9039
Chelmsford
CM99 2XG

For more information, videos and additional insight from the experts at M&G, please visit

www.mandg.co.uk/intelligence

* For security purposes and to improve the quality of our service, we may record and monitor telephone calls.

** Please note that information contained within an email cannot be guaranteed as secure. We advise that you do not include any sensitive information when corresponding with M&G in this way.

If you would like to request a copy of the Important Information for Investors document, a Key Investor Information Document or the Prospectus, free of charge and in English, please visit www.mandg.co.uk/literature or call our Customer Relations team.

Please remember that prices may fluctuate and you may not get back your original investment. We are unable to give you financial advice. If you are unsure about the suitability of your investment, please speak to your financial adviser.

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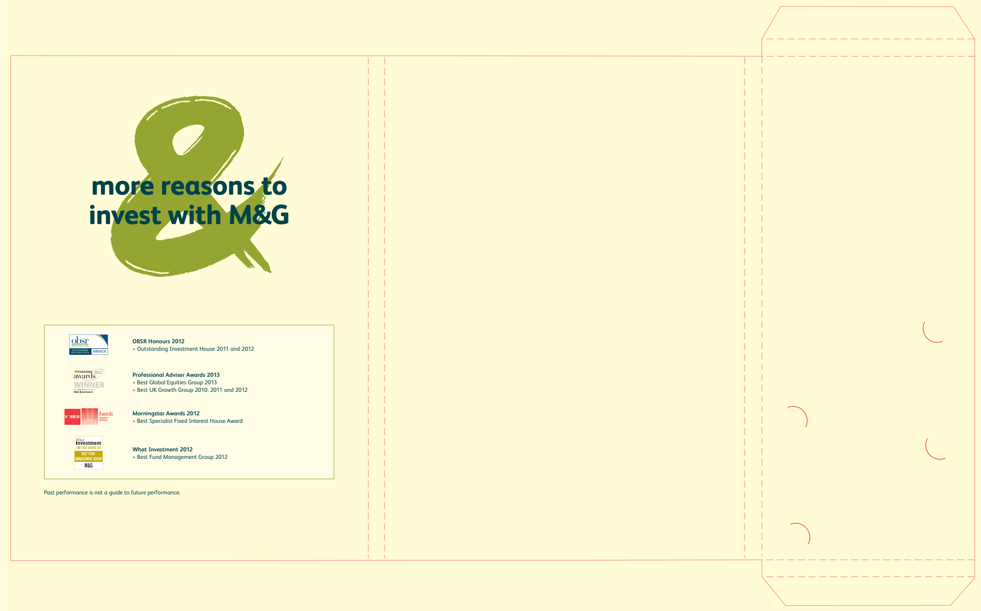
JUL 13 / XXXXX

M&G INVESTMENTS

Inside front cover, inside back cover and inside pocket



more reasons to invest with M&G

OBSR Honours 2012
- Outstanding Investment House 2011 and 2012

Professional Adviser Awards 2013
- Best Global Equities Group 2013
- Best UK Growth Group 2010, 2011 and 2012

Morningstar Awards 2012
- Best Specialist Fixed Interest House Award

What Investment 2012
- Best Fund Management Group 2012

Past performance is not a guide to future performance.

Advertising and literature gallery

The following two pages illustrate how the M&G identity has been applied across a sample of materials. The objective is to demonstrate the M&G visual style in a number of situations. Not all options have been considered and where a new application or approach is desired, guidance and approval should be sought from the contacts detailed in Section 9.2.

For details of how to apply the ‘Camouflage effect’ border that is seen in some of the examples here, please contact the M&G Design & Print team (Section 9.2).

THE M&GAZINE
INVESTMENTS
Summer 2013
Active investment for the long term
The case for active investing
M&G Global Macro Bond Fund
A day in the life of the team
Learning Matters
Business post RDR and the new requirements for CPD

M&G Dynamic Allocation Fund
Die richtige Entscheidung
zu treffen ist keine Frage des Bauchgefühls
M&G Dynamic Allocation Fund
www.mandg.de
EXPERTEN IM FONDSMANAGEMENT SEIT 1931
M&G INVESTMENTS

M&G Global Emerging Markets Fund
To find out more:
Visit www.mandg.com
Hear more at: www.iviewtv.com
M&G INVESTMENTS

ABOUT TIME
EXPERT FUND MANAGEMENT SINCE 1931
www.mandg.com
M&G INVESTMENTS

M&G Dynamic Allocation Fund
M&G Optimal Income Fund
M&G Global Macro Bond Fund
M&G Global Dividend Fund
M&G Global Basics Fund
Cinq stratégies originales pour performer sur le long terme
M&G INVESTMENTS

M&G Global Real Estate Securities Fund
Immobilien
im Visier
M&G Global Real Estate Securities Fund
www.mandg.ch
EXPERTEN IM FONDSMANAGEMENT SEIT 1931
M&G INVESTMENTS

M&G Global Macro Bond Fund
Con la squadra giusta alle spalle metti a segno la
performance
M&G Global Macro Bond Fund
www.mandgitalia.it/fixedinterest
M&G INVESTMENTS

ACTIVE
FUND MANAGEMENT
SINCE 1931
EQUITIES | BONDS | PROPERTY | MULTI ASSET
M&G INVESTMENTS
mandg.com/ski

ACTIVE
FUND MANAGEMENT
SINCE 1931
M&G INVESTMENTS

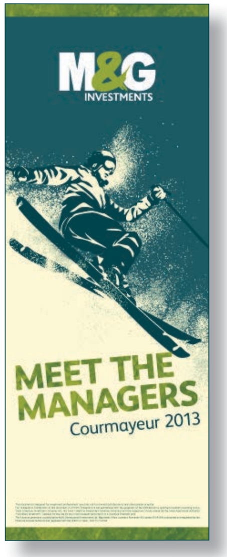
The paper stock for all literature is: Covers – Revive 50:50 offset / Text – Revive 50:50 silk

Advertising and literature gallery continued

This page illustrates how the M&G identity has been applied across a wide range of mediums including taxis, billboards and general adverts. This is to demonstrate the versatility of the M&G style in a number of situations.

Please note that with all advertising the background colour MUST always be on the M&G Cream or M&G Blue background unless printing on Pink Sheet or Mono.

Aktives Fondsmanagement seit 1931
M&G


M&G INVESTMENTS
MEET THE MANAGERS
Courmayeur 2013

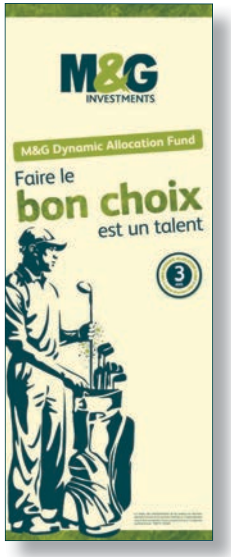
M&G Global Dividend Fund
Bereit für alle Marktlagen
M&G Global Dividend Fund
Weitere Informationen finden Sie unter:
www.mandg.de
EXPERTEN IM FONDSMANAGEMENT SEIT 1931
M&G INVESTMENTS

M&G Global Macro Bond Fund
Fixed interest.
Flexible
tactics
M&G Global Macro Bond Fund
For more information visit:
www.mandg.com
EXPERT FUND MANAGEMENT SINCE 1931
M&G INVESTMENTS

M&G Global Macro Bond Fund
Lancez-vous dans
l'obligataire
sans frontières
M&G Global Macro Bond Fund
www.mandg.fr/globalmacro
EXPERT EN GESTION ACTIVE DEPUIS 1931
M&G INVESTMENTS

M&G Investments
STRENGTH
in EQUITIES
Call 0845 600 4125
Visit: www.mandg.co.uk/equities
EXPERT FUND MANAGEMENT SINCE 1931
M&G INVESTMENTS

M&G Global Emerging Markets Fund
A winning approach for
emerging
markets
M&G Global Emerging Markets Fund
Call 0845 600 4125
Visit: www.mandg.co.uk/gems
EXPERT FUND MANAGEMENT SINCE 1931
M&G INVESTMENTS


M&G INVESTMENTS
M&G Dynamic Allocation Fund
Faire le
bon choix
est un talent

SPONSOR OF THE RHS CHELSEA FLOWER SHOW
M&G INVESTMENTS
mandg.co.uk

M&G
STRENGTH in EQUITIES
SPONSOR OF THE RHS CHELSEA FLOWER SHOW

This section provides additional guidelines for the use of the M&G Investments brand on Institutional – Fixed Income marketing materials. It also contains some initial guidance on how to apply the brand on joint materials for the Institutional market.

Institutional – Fixed Income

7.1

Institutional – fixed income stationery

The use of the ‘A Prudential Company’ endorsement strapline is limited to some items within the Institutional – Fixed Income area. If any other areas of the business want to use the strapline they should contact the Global Marketing Director (Section 9.2) as prior approval will be required.

The strapline ‘A Prudential Company’ should appear above the footer/brush stroke on the letterheads, compliment slips and on the front of the business cards. It can also be incorporated in marketing material as appropriate.

‘**A**’ and ‘**Company**’ set in FS Albert Bold and in M&G Blue.

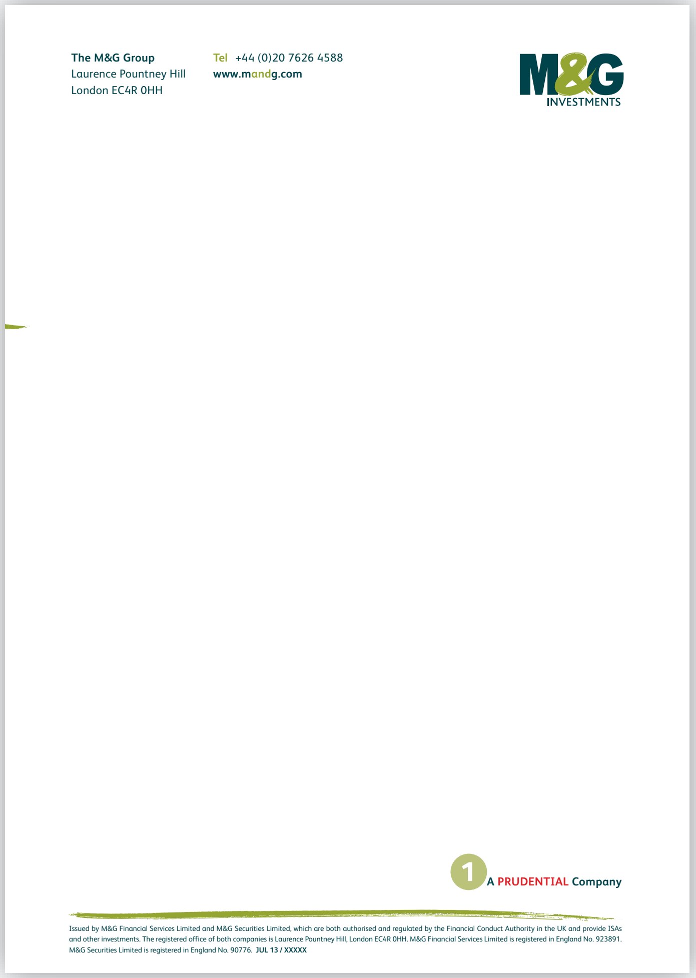
‘**PRUDENTIAL**’ should be set in FS Albert Bold in upper case. This should be set in Prudential Red, Pantone 485 or C=0, M=100, Y=91, K=0 four colour.

Sizing for ‘A PRUDENTIAL Company’

1 Letterhead
9.8pt FS Albert Bold.

2 Compliment slip
9.8pt FS Albert Bold.

3 Business card
8.1pt FS Albert Bold.

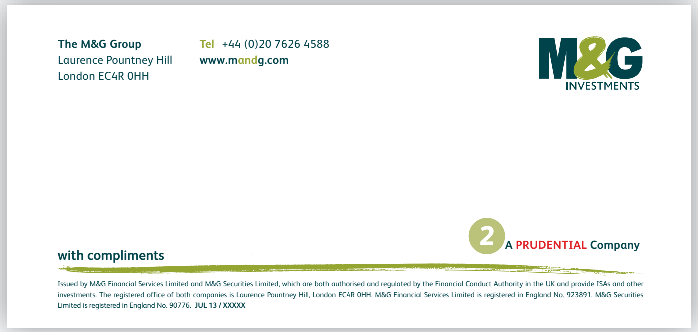


The M&G Group
Laurence Pountney Hill
London EC4R 0HH

Tel +44 (0)20 7626 4588
www.mandg.com

1 **A PRUDENTIAL Company**

Issued by M&G Financial Services Limited and M&G Securities Limited, which are both authorised and regulated by the Financial Conduct Authority in the UK and provide ISAs and other investments. The registered office of both companies is Laurence Pountney Hill, London EC4R 0HH. M&G Financial Services Limited is registered in England No. 923891. M&G Securities Limited is registered in England No. 90776. **JUL 13 / XXXXX**



The M&G Group
Laurence Pountney Hill
London EC4R 0HH

Tel +44 (0)20 7626 4588
www.mandg.com

2 **A PRUDENTIAL Company**

with compliments

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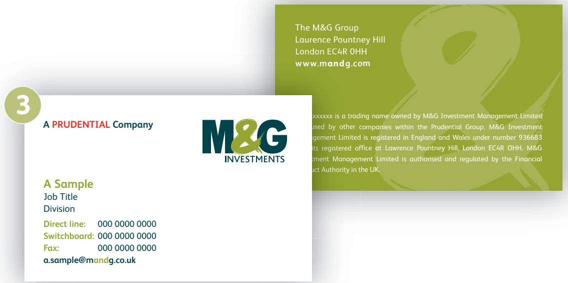


The M&G Group
Laurence Pountney Hill
London EC4R 0HH
www.mandg.com

xxxxxx is a trading name owned by M&G Investment Management Limited used by other companies within the Prudential Group. M&G Investment gement Limited is registered in England and Wales under number 936683 its registered office at Lawrence Pountney Hill, London EC4R 0HH. M&G tment Management Limited is authorised and regulated by the Financial uct Authority in the UK.

3 **A PRUDENTIAL Company**

A Sample
Job Title
Division

Direct line: 000 0000 0000
Switchboard: 000 0000 0000
Fax: 000 0000 0000
a.sample@mandg.co.uk

Using the illustrative style

When using an illustration for Institutional – Fixed Income it should ideally depict people working together, partnership and teamwork.

Two styles of illustration

1 **The original style**
Examples of this style can be seen in Section 4.2. It is acceptable to use any existing illustrations styled in this way. **Do not** use this style when commissioning new illustrations.

2 **The posterisation style**
The treatment examples opposite use this style. This is the style that should be used when commissioning new illustrations. This style is detailed in Section 4.2.

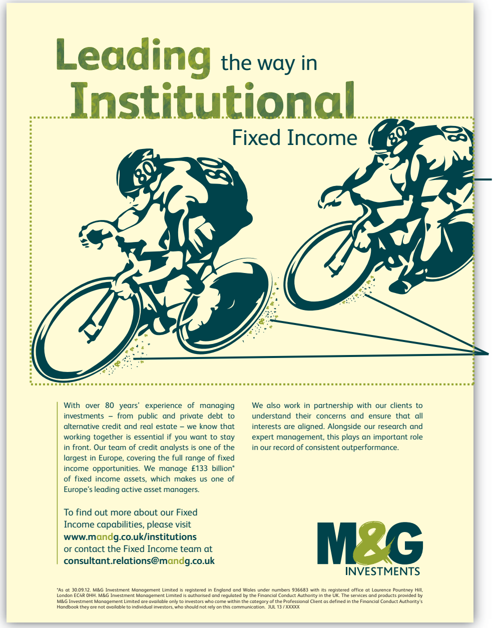
The illustration should always use M&G's primary colours of blue and green. The green can be used as an accent colour to pick out detail – such as the ampersand as seen in the examples opposite - both have an ampersand in green (and both have an M&G green accent colour) – and shouldn't dominate the illustration.

Illustrations should be cropped and bled off the page; this adds dynamism and tension to the overall composition.

Origination and commissioning

If you would like to commission an illustration using the posterisation style, please contact the M&G Design & Print team (Section 9.2).

Treatment example



Leading the way in Institutional Fixed Income

With over 80 years' experience of managing investments – from public and private debt to alternative credit and real estate – we know that working together is essential if you want to stay in front. Our team of credit analysts is one of the largest in Europe, covering the full range of fixed income opportunities. We manage £133 billion* of fixed income assets, which makes us one of Europe's leading active asset managers.

We also work in partnership with our clients to understand their concerns and ensure that all interests are aligned. Alongside our research and expert management, this plays an important role in our record of consistent outperformance.

To find out more about our Fixed Income capabilities, please visit **www.mandg.co.uk/institutions** or contact the Fixed Income team at **consultant.relations@mandg.co.uk**

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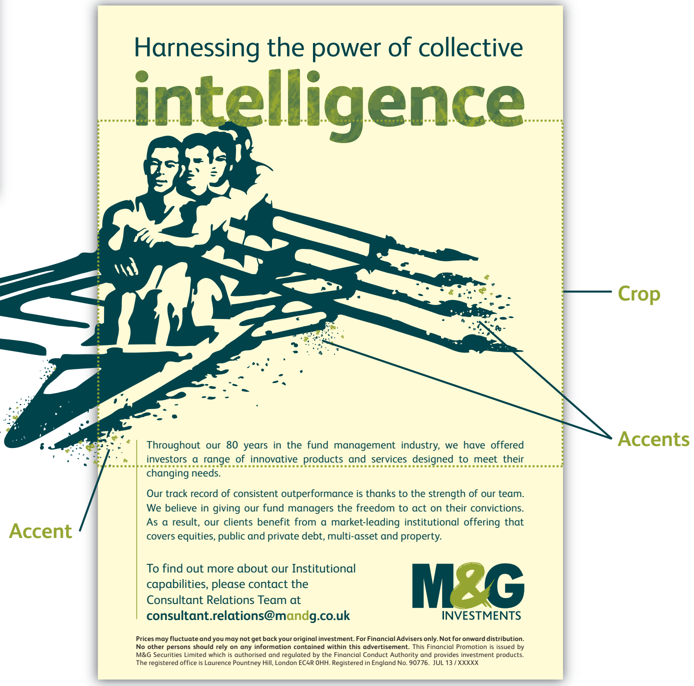
Please note:
If the illustration is being used on a two colour application it can appear on a white background

Treatment example



Harnessing the power of collective intelligence

Throughout our 80 years in the fund management industry, we have offered investors a range of innovative products and services designed to meet their changing needs.

Our track record of consistent outperformance is thanks to the strength of our team. We believe in giving our fund managers the freedom to act on their convictions. As a result, our clients benefit from a market-leading institutional offering that covers equities, public and private debt, multi-asset and property.

To find out more about our Institutional capabilities, please contact the Consultant Relations Team at **consultant.relations@mandg.co.uk**

M&G INVESTMENTS

Prices may fluctuate and you may not get back your original investment. For Financial Advisers only. Not for onward distribution. No other persons should rely on any information contained within this advertisement. This Financial Promotion is issued by M&G Securities Limited which is authorised and regulated by the Financial Conduct Authority and provides investment products. The registered office is Laurence Pountney Hill, London EC4R 0HH. Registered in England No. 90776. JUL 13 / XXXXX

Monotone photography

There will be instances where the use of monotone photography is more appropriate than illustration for the Institutional – Fixed Income corporate audience. Opposite is a selection of images sourced from photolibraries which demonstrate the contemporary style of monotone photography required. The key points to consider when commissioning a new photograph or choosing a library image are listed below.

Key points to consider

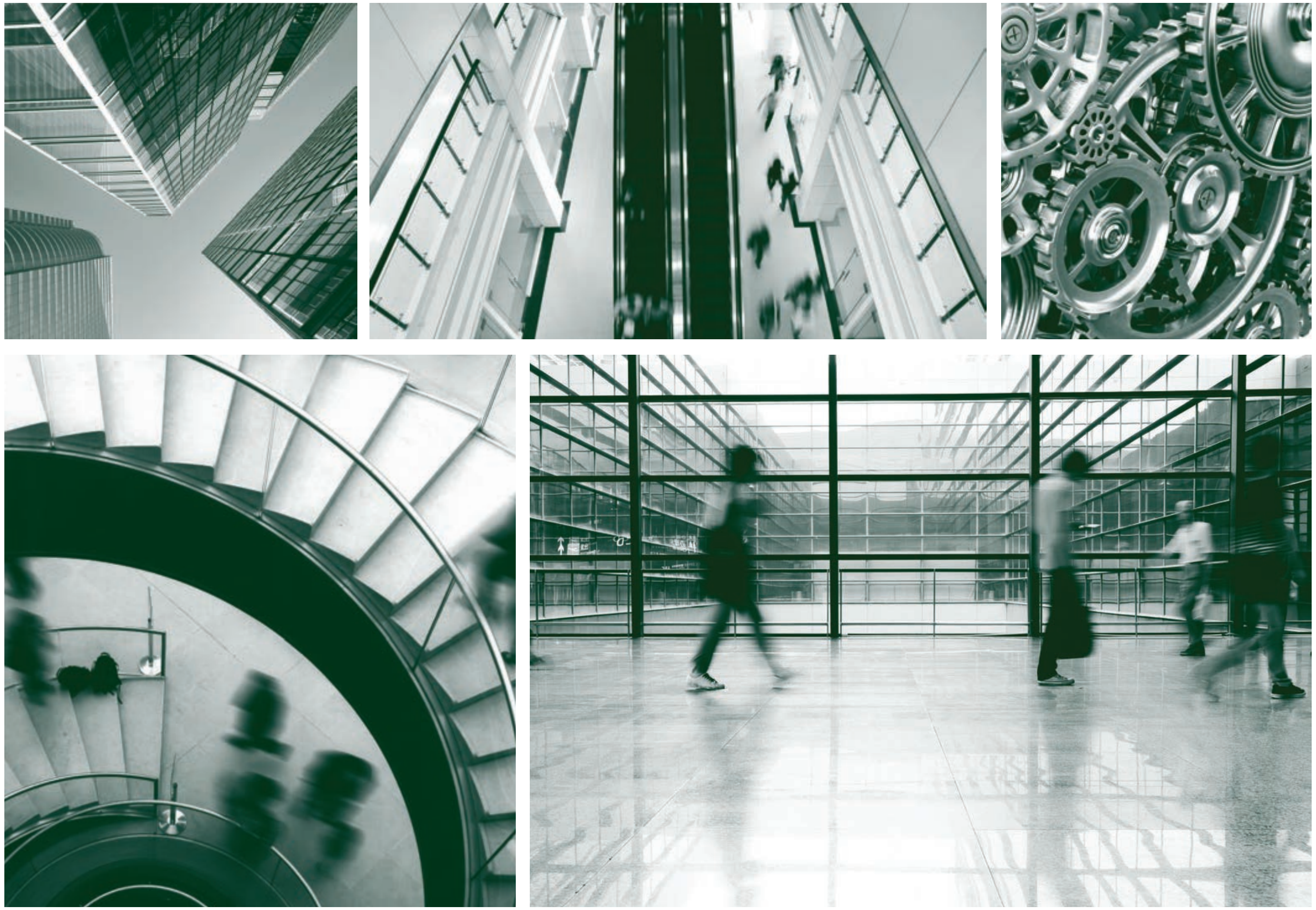
1 **Angle and crop**
Interesting angles and innovative crops are key to achieving dynamic compositions.

2 **People**
Where the photograph shows people these should ideally be as teams or in groups.

3 **Contrast of light and dark areas**
Monotone imagery can often feel quite flat. It is important to create dramatic, impactful images by selecting photographs that have good contrast between light and dark areas before the monotone conversion is done.

Full colour photography is allowed on the front covers of magazines and supplements.

For further guidance or clarification, please contact the M&G Design & Print team (Section 9.2).



Monotone front cover layout grid

Front cover elements

A cover should always be designed respecting the use of image area and the dimensions and type sizes indicated below.

1 **Logo**
32mm width logo.

2 **Report heading**
19pt FS Albert Bold reversed out of M&G Blue bar.

3 **Sub-heading (if required)**
14pt/20pt FS Albert Regular in M&G Green.

4 **Month / year**
12pt FS Albert Bold. Month reversed out of M&G Green bar and year in M&G Blue.

5 **Photographs**
Photographs should bleed off all sides. For examples go to **Monotone front cover examples Section 7.6.**

Example shown 50% of actual size. All measurements in millimetres.

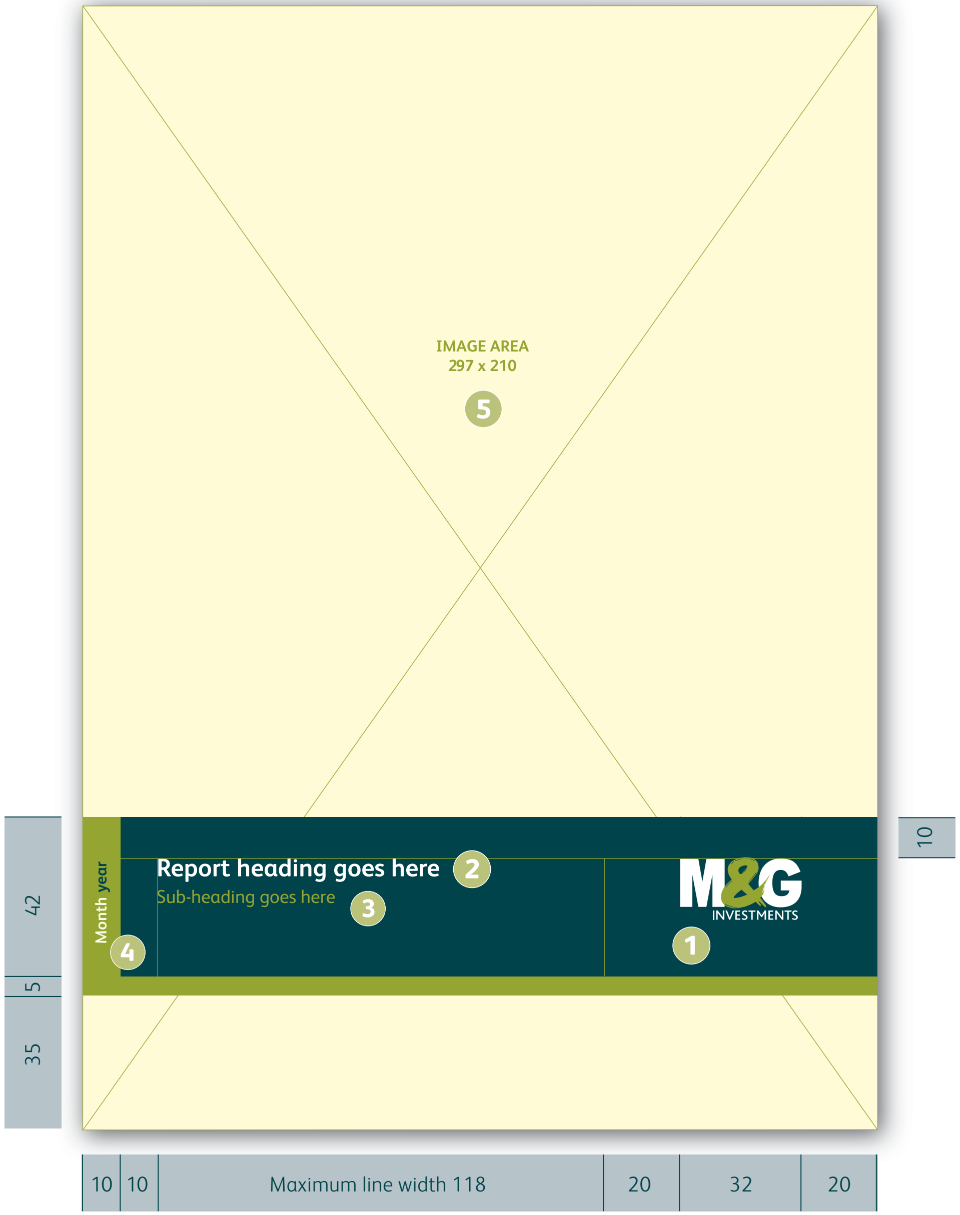


IMAGE AREA
297 x 210
5
Report heading goes here
2
Sub-heading goes here
3
Month year
4
M&G
INVESTMENTS
1
42
5
35
10
10
10
Maximum line width 118
20
32
20

Monotone and colour front cover examples

For the brochure cover grid with specified dimensions and type sizes go to Section 7.5.

Colour

M&G Blue is more suited to our corporate audience and should always appear more dominant than the M&G Green.

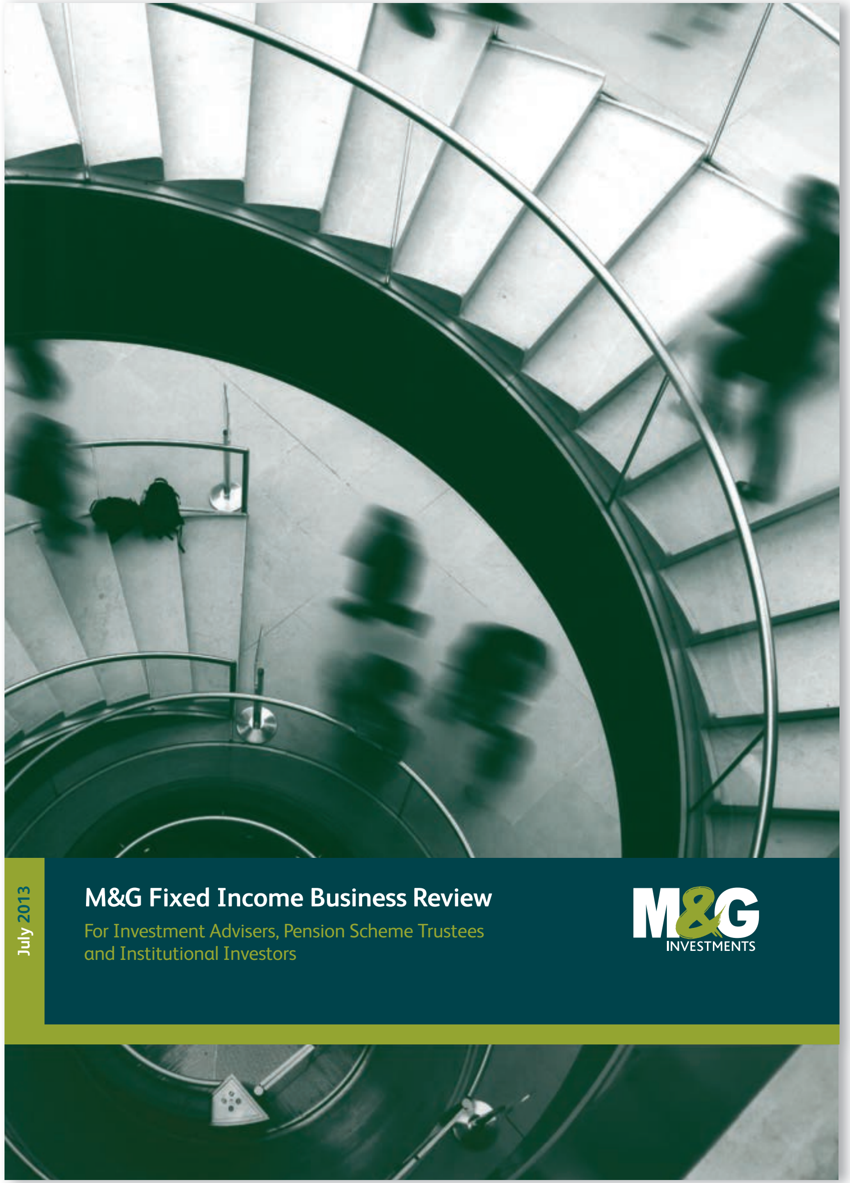
Monotone photography

The use of monotone photography leads the brochure design. The photographs should be strong, dynamic and closely cropped to create an interesting cover composition. For further information go to **Monotone photography Section 7.4**.

Bar system

The bar system is used to carry the brochure titles and the M&G Investments logo. The bar is always positioned 35mm from the bottom of the page.

Example shown 50% of actual size.

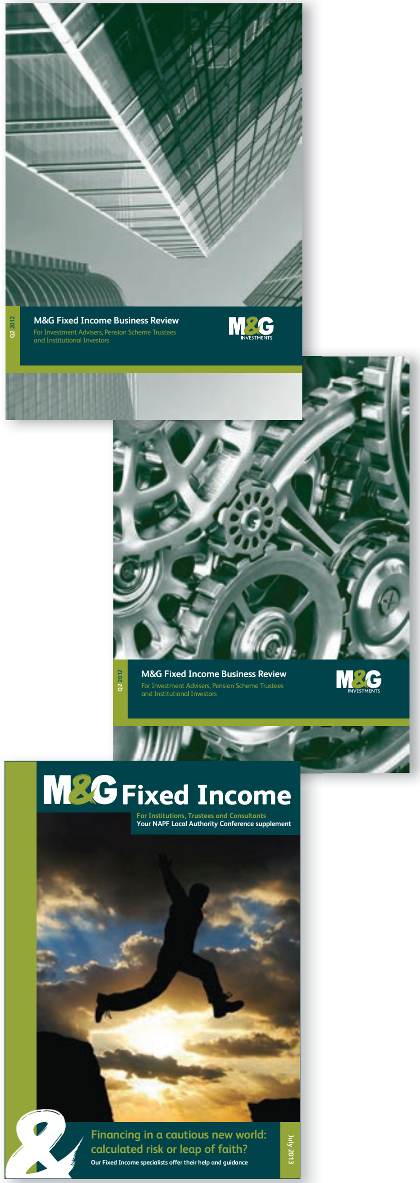


July 2013

M&G Fixed Income Business Review

For Investment Advisers, Pension Scheme Trustees
and Institutional Investors

M&G
INVESTMENTS



Q2 2012

M&G Fixed Income Business Review

For Investment Advisers, Pension Scheme Trustees
and Institutional Investors

M&G
INVESTMENTS

Q2 2012

M&G Fixed Income Business Review

For Investment Advisers, Pension Scheme Trustees
and Institutional Investors

M&G
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M&G Fixed Income

For Institutions, Trustees and Consultants
Your NAPF Local Authority Conference supplement

Financing in a cautious new world:
calculated risk or leap of faith?

Our Fixed Income specialists offer their help and guidance

July 2013

Full colour photography is allowed on the front covers of magazines and supplements.

Literature spread layout

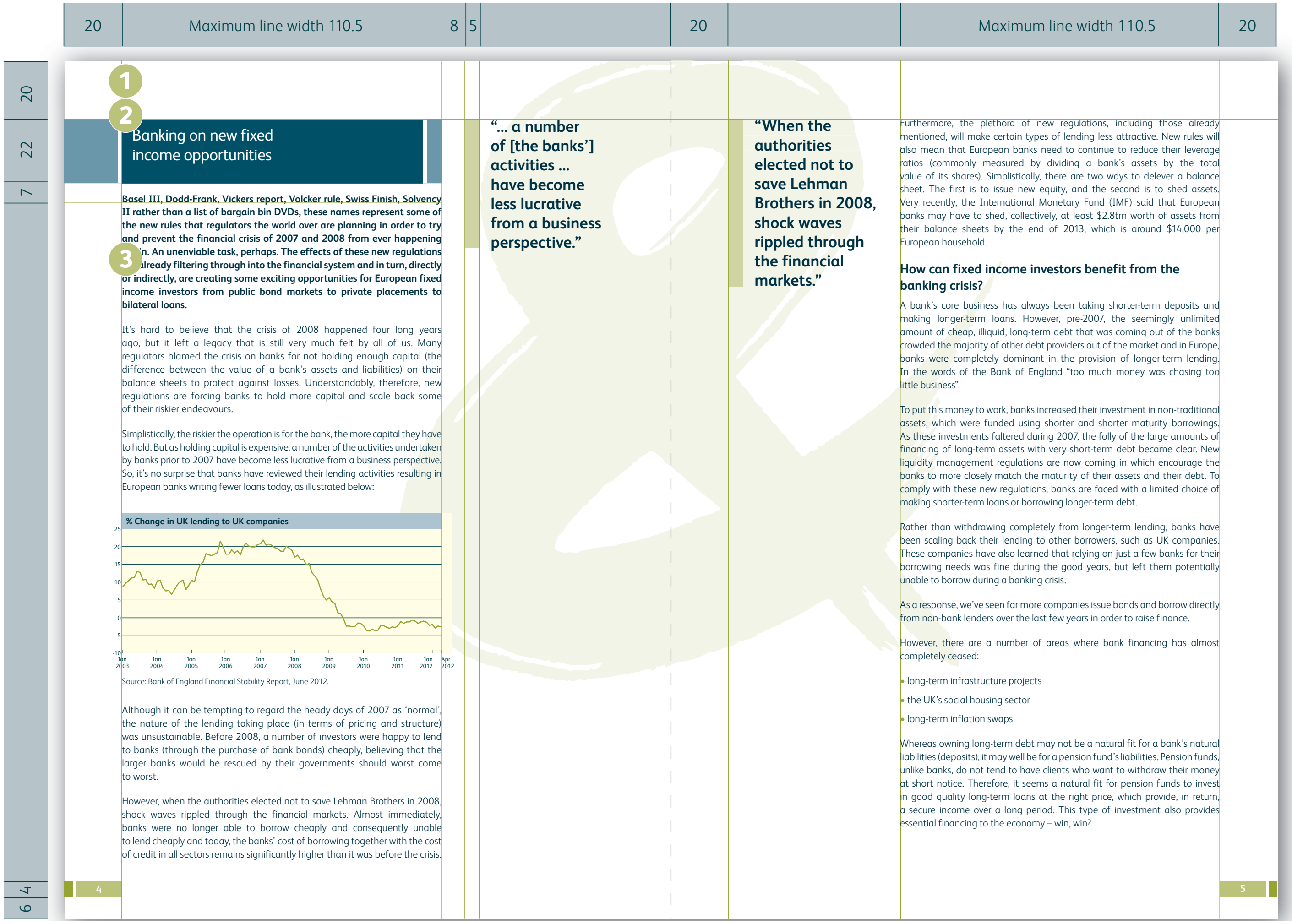
1 Headline
16pt/19pt FS Albert Regular, in white on M&G Blue bar.

2 Intro paragraphs
10pt/12pt FS Albert Bold, M&G Blue.

3 Body copy/paragraphs
10pt/12pt FS Albert Regular, M&G Blue.
4mm line space between paragraphs.

4 Supporting photography
Full colour supporting photography is also permissible on literature inside spreads.

Example shown 50% of actual size. All measurements in millimetres.



Banking on new fixed income opportunities

Basel III, Dodd-Frank, Vickers report, Volcker rule, Swiss Finish, Solvency II rather than a list of bargain bin DVDs, these names represent some of the new rules that regulators the world over are planning in order to try and prevent the financial crisis of 2007 and 2008 from ever happening again. An unenviable task, perhaps. The effects of these new regulations already filtering through into the financial system and in turn, directly or indirectly, are creating some exciting opportunities for European fixed income investors from public bond markets to private placements to bilateral loans.

It's hard to believe that the crisis of 2008 happened four long years ago, but it left a legacy that is still very much felt by all of us. Many regulators blamed the crisis on banks for not holding enough capital (the difference between the value of a bank's assets and liabilities) on their balance sheets to protect against losses. Understandably, therefore, new regulations are forcing banks to hold more capital and scale back some of their riskier endeavours.

Simplistically, the riskier the operation is for the bank, the more capital they have to hold. But as holding capital is expensive, a number of the activities undertaken by banks prior to 2007 have become less lucrative from a business perspective. So, it's no surprise that banks have reviewed their lending activities resulting in European banks writing fewer loans today, as illustrated below:

% Change in UK lending to UK companies

Source: Bank of England Financial Stability Report, June 2012.

Although it can be tempting to regard the heady days of 2007 as 'normal', the nature of the lending taking place (in terms of pricing and structure) was unsustainable. Before 2008, a number of investors were happy to lend to banks (through the purchase of bank bonds) cheaply, believing that the larger banks would be rescued by their governments should worst come to worst.

However, when the authorities elected not to save Lehman Brothers in 2008, shock waves rippled through the financial markets. Almost immediately, banks were no longer able to borrow cheaply and consequently unable to lend cheaply and today, the banks' cost of borrowing together with the cost of credit in all sectors remains significantly higher than it was before the crisis.

> **"… a number of [the banks'] activities … have become less lucrative from a business perspective."**

> **"When the authorities elected not to save Lehman Brothers in 2008, shock waves rippled through the financial markets."**

Furthermore, the plethora of new regulations, including those already mentioned, will make certain types of lending less attractive. New rules will also mean that European banks need to continue to reduce their leverage ratios (commonly measured by dividing a bank's assets by the total value of its shares). Simplistically, there are two ways to delever a balance sheet. The first is to issue new equity, and the second is to shed assets. Very recently, the International Monetary Fund (IMF) said that European banks may have to shed, collectively, at least $2.8trn worth of assets from their balance sheets by the end of 2013, which is around $14,000 per European household.

How can fixed income investors benefit from the banking crisis?

A bank's core business has always been taking shorter-term deposits and making longer-term loans. However, pre-2007, the seemingly unlimited amount of cheap, illiquid, long-term debt that was coming out of the banks crowded the majority of other debt providers out of the market and in Europe, banks were completely dominant in the provision of longer-term lending. In the words of the Bank of England "too much money was chasing too little business".

To put this money to work, banks increased their investment in non-traditional assets, which were funded using shorter and shorter maturity borrowings. As these investments faltered during 2007, the folly of the large amounts of financing of long-term assets with very short-term debt became clear. New liquidity management regulations are now coming in which encourage the banks to more closely match the maturity of their assets and their debt. To comply with these new regulations, banks are faced with a limited choice of making shorter-term loans or borrowing longer-term debt.

Rather than withdrawing completely from longer-term lending, banks have been scaling back their lending to other borrowers, such as UK companies. These companies have also learned that relying on just a few banks for their borrowing needs was fine during the good years, but left them potentially unable to borrow during a banking crisis.

As a response, we've seen far more companies issue bonds and borrow directly from non-bank lenders over the last few years in order to raise finance.

However, there are a number of areas where bank financing has almost completely ceased:

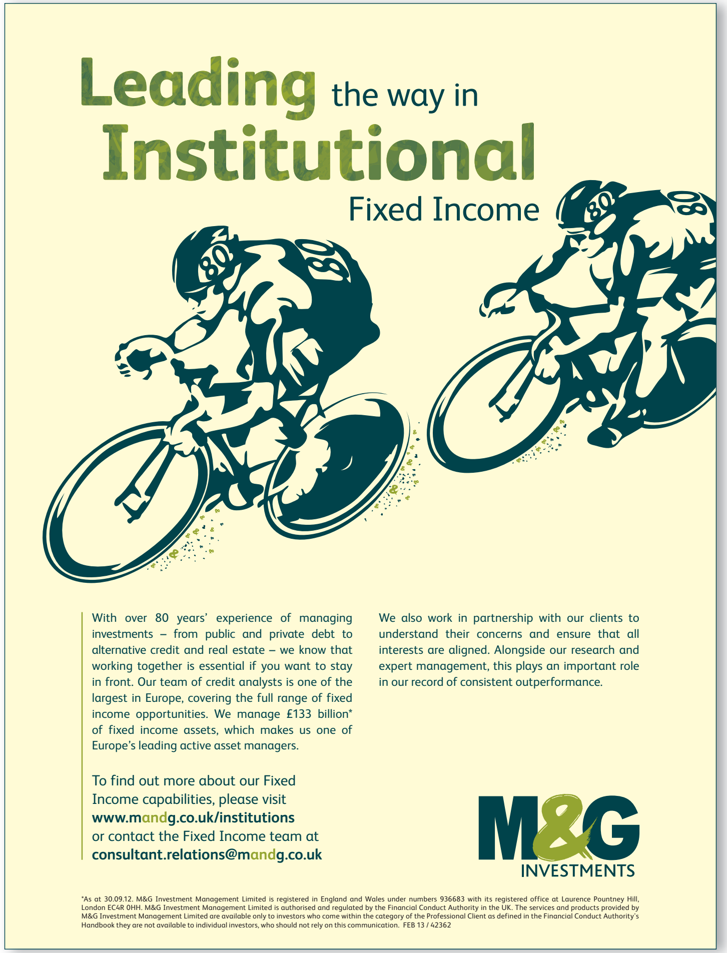
- long-term infrastructure projects
- the UK's social housing sector
- long-term inflation swaps

Whereas owning long-term debt may not be a natural fit for a bank's natural liabilities (deposits), it may well be for a pension fund's liabilities. Pension funds, unlike banks, do not tend to have clients who want to withdraw their money at short notice. Therefore, it seems a natural fit for pension funds to invest in good quality long-term loans at the right price, which provide, in return, a secure income over a long period. This type of investment also provides essential financing to the economy – win, win?

Advertising examples

This page illustrates some examples of the Institutional – Fixed Income advertising style.

Illustrations: Institutional – Fixed Income can use any of the illustrations found in the M&G illustrations library, that depict people working together, partnership and teamwork.



Leading the way in
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With over 80 years' experience of managing investments – from public and private debt to alternative credit and real estate – we know that working together is essential if you want to stay in front. Our team of credit analysts is one of the largest in Europe, covering the full range of fixed income opportunities. We manage £133 billion* of fixed income assets, which makes us one of Europe's leading active asset managers.

We also work in partnership with our clients to understand their concerns and ensure that all interests are aligned. Alongside our research and expert management, this plays an important role in our record of consistent outperformance.

To find out more about our Fixed
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or contact the Fixed Income team at
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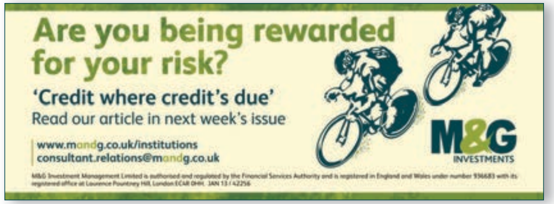

Are you being rewarded for your risk?

'Credit where credit's due'
Read our article in next week's issue

www.mandg.co.uk/institutions
consultant.relations@mandg.co.uk

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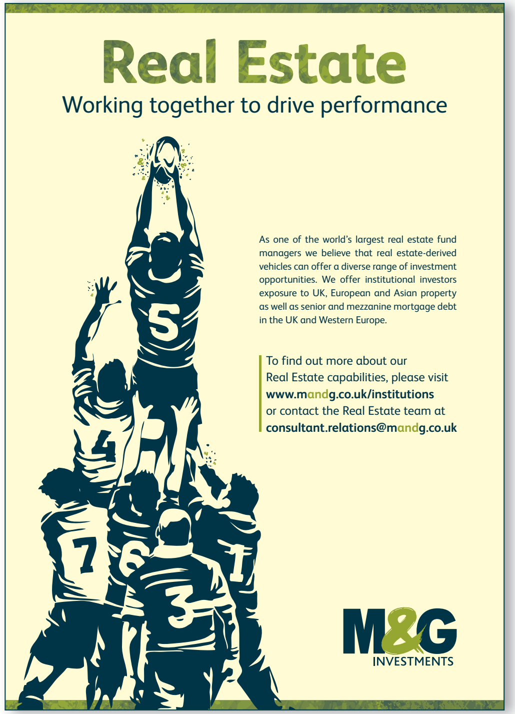

Real Estate
Working together to drive performance

As one of the world's largest real estate fund managers we believe that real estate-derived vehicles can offer a diverse range of investment opportunities. We offer institutional investors exposure to UK, European and Asian property as well as senior and mezzanine mortgage debt in the UK and Western Europe.

To find out more about our
Real Estate capabilities, please visit
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or contact the Real Estate team at
consultant.relations@mandg.co.uk

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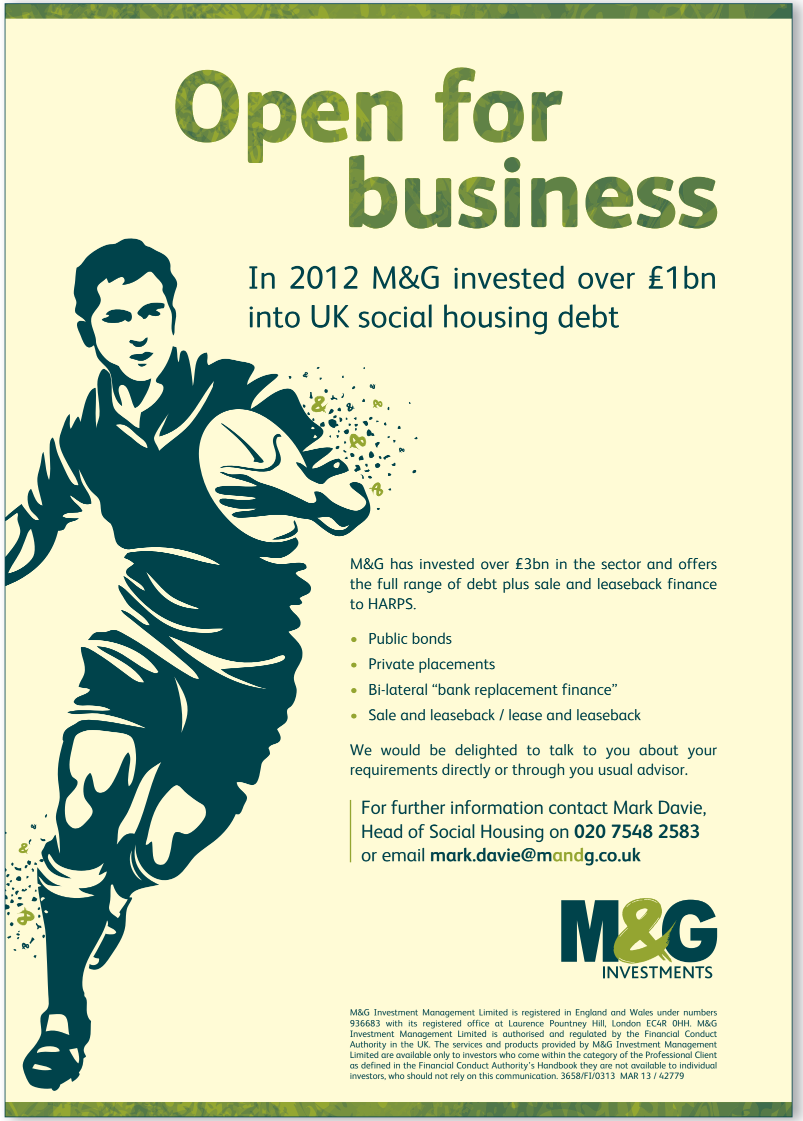
Flyer examples

This page illustrates some examples of the Institutional – Fixed Income promotional flyer style. For further guidance please contact the M&G Design & Print team (Section 9.2).

Please note:
Individual sports images can be used for very specific messages.



Open for business

In 2012 M&G invested over £1bn into UK social housing debt

M&G has invested over £3bn in the sector and offers the full range of debt plus sale and leaseback finance to HARPS.

- Public bonds
- Private placements
- Bi-lateral "bank replacement finance"
- Sale and leaseback / lease and leaseback

We would be delighted to talk to you about your requirements directly or through you usual advisor.

For further information contact Mark Davie,
Head of Social Housing on **020 7548 2583**
or email **mark.davie@mandg.co.uk**

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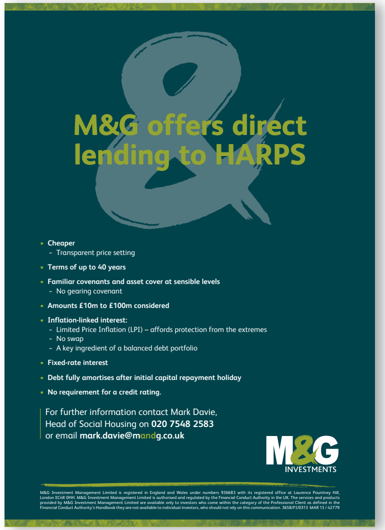

M&G offers direct lending to HARPS

- **Cheaper**
  - Transparent price setting
- **Terms of up to 40 years**
- **Familiar covenants and asset cover at sensible levels**
  - No gearing covenant
- **Amounts £10m to £100m considered**
- **Inflation-linked interest:**
  - Limited Price Inflation (LPI) – affords protection from the extremes
  - No swap
  - A key ingredient of a balanced debt portfolio
- **Fixed-rate interest**
- **Debt fully amortises after initial capital repayment holiday**
- **No requirement for a credit rating.**

For further information contact Mark Davie,
Head of Social Housing on **020 7548 2583**
or email **mark.davie@mandg.co.uk**

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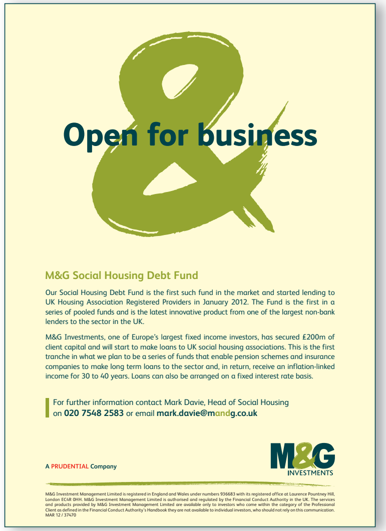

Open for business

M&G Social Housing Debt Fund

Our Social Housing Debt Fund is the first such fund in the market and started lending to UK Housing Association Registered Providers in January 2012. The Fund is the first in a series of pooled funds and is the latest innovative product from one of the largest non-bank lenders to the sector in the UK.

M&G Investments, one of Europe's largest fixed income investors, has secured £200m of client capital and will start to make loans to UK social housing associations. This is the first tranche in what we plan to be a series of funds that enable pension schemes and insurance companies to make long term loans to the sector and, in return, receive an inflation-linked income for 30 to 40 years. Loans can also be arranged on a fixed interest rate basis.

For further information contact Mark Davie, Head of Social Housing
on **020 7548 2583** or email **mark.davie@mandg.co.uk**

A PRUDENTIAL Company

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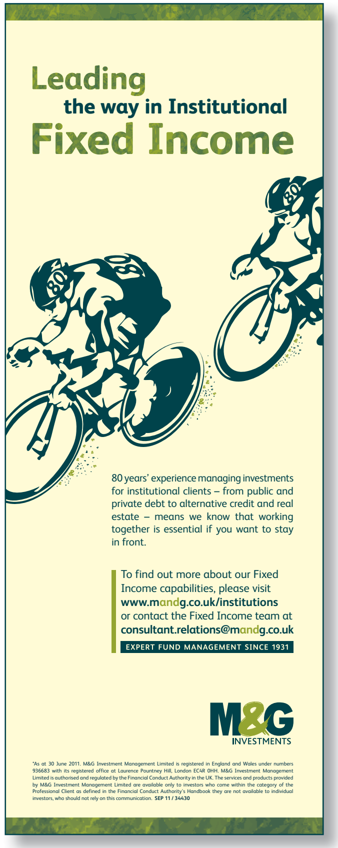
MAR 12 / 37470

Alternative colourway

Event banners

This page illustrates some examples of the Institutional – Fixed Income pop up banner style which is used for events.

Illustrations: Institutional – Fixed Income can use any of the illustrations found in the M&G illustrations library, that depict people working together, partnership and teamwork.



Leading
the way in Institutional
Fixed Income

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To find out more about our Fixed Income capabilities, please visit
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EXPERT FUND MANAGEMENT SINCE 1931

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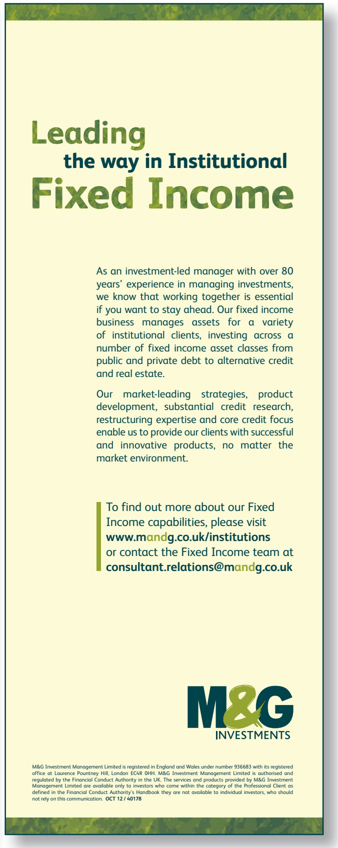

Leading
the way in Institutional
Fixed Income

As an investment-led manager with over 80 years' experience in managing investments, we know that working together is essential if you want to stay ahead. Our fixed income business manages assets for a variety of institutional clients, investing across a number of fixed income asset classes from public and private debt to alternative credit and real estate.

Our market-leading strategies, product development, substantial credit research, restructuring expertise and core credit focus enable us to provide our clients with successful and innovative products, no matter the market environment.

To find out more about our Fixed Income capabilities, please visit
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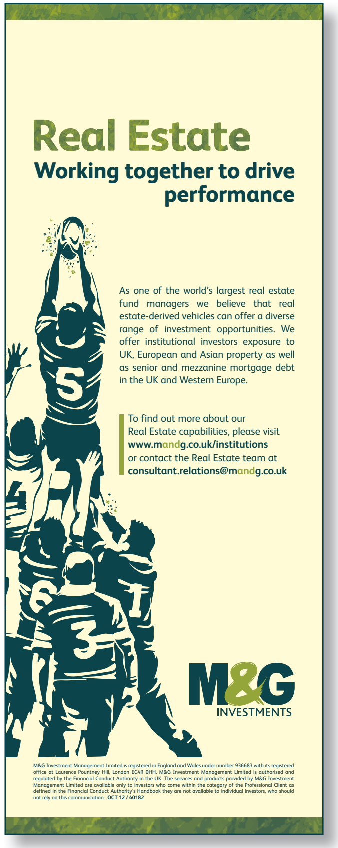

Real Estate
Working together to drive performance

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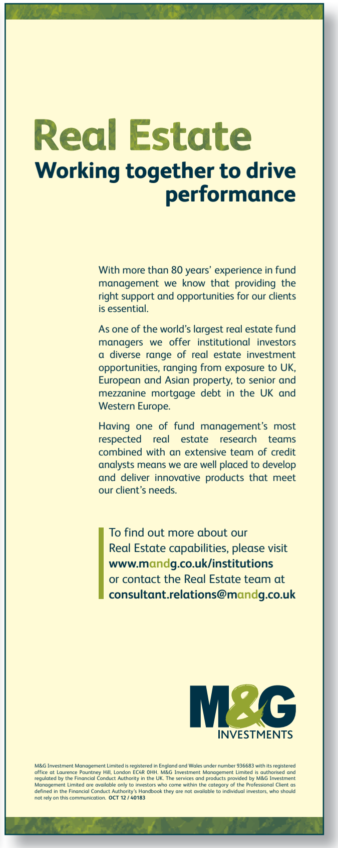


Real Estate
Working together to drive performance

With more than 80 years' experience in fund management we know that providing the right support and opportunities for our clients is essential.

As one of the world's largest real estate fund managers we offer institutional investors a diverse range of real estate investment opportunities, ranging from exposure to UK, European and Asian property, to senior and mezzanine mortgage debt in the UK and Western Europe.

Having one of fund management's most respected real estate research teams combined with an extensive team of credit analysts means we are well placed to develop and deliver innovative products that meet our client's needs.

To find out more about our
Real Estate capabilities, please visit
www.mandg.co.uk/institutions
or contact the Real Estate team at
consultant.relations@mandg.co.uk

M&G INVESTMENTS

M&G Investment Management Limited is registered in England and Wales under number 936683 with its registered office at Laurence Pountney Hill, London EC4R 0HH. M&G Investment Management Limited is authorised and regulated by the Financial Conduct Authority in the UK. The services and products provided by M&G Investment Management Limited are available only to investors who come within the category of the Professional Client as defined in the Financial Conduct Authority's Handbook they are not available to individual investors, who should not rely on this communication. **OCT 12 / 40183**

Joint institutional marketing materials

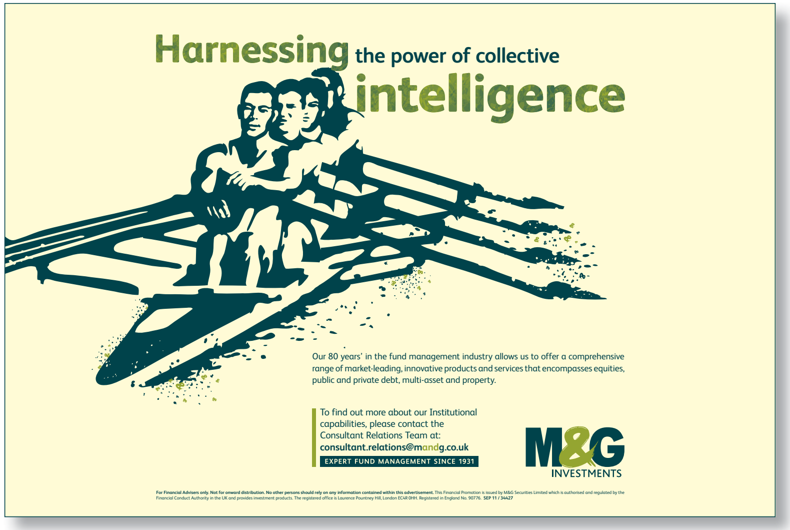
1 Where more than one asset class is presented to the same audience at the same time, the materials should be branded as M&G Investments and the Institutional – Fixed Income style may be used if appropriate.

2 Where meetings or events are presenting M&G Real Estate alongside other M&G Investments Institutional offers these should be branded as M&G Investments. In some situations it may be necessary to adapt advertising or other materials that appear as part of a joint piece of collateral.

3 In these situations the 'A PRUDENTIAL Company' strapline should not be used on materials.

Any new items developed for joint marketing are subject to approval by the M&G Design & Print team (Section 9.2).

1



Harnessing the power of collective **intelligence**

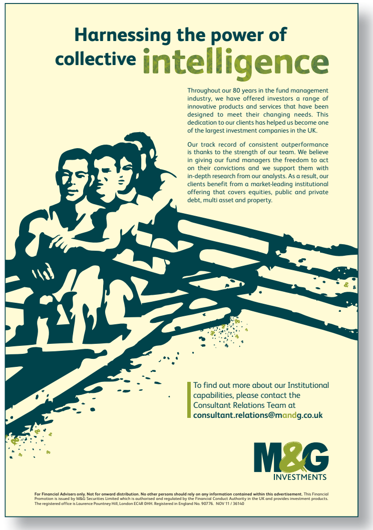
Our 80 years' in the fund management industry allows us to offer a comprehensive range of market-leading, innovative products and services that encompasses equities, public and private debt, multi-asset and property.

To find out more about our Institutional capabilities, please contact the Consultant Relations Team at:
consultant.relations@mandg.co.uk

EXPERT FUND MANAGEMENT SINCE 1931

M&G INVESTMENTS

For Financial Advisers only. Not for onward distribution. No other persons should rely on any information contained within this advertisement. This Financial Promotion is issued by M&G Securities Limited which is authorised and regulated by the Financial Conduct Authority in the UK and provides investment products. The registered office is Laurence Pountney Hill, London EC4R 0HH. Registered in England No. 90776. **SEP 11 / 34427**



Harnessing the power of collective intelligence

Throughout our 80 years in the fund management industry, we have offered investors a range of innovative products and services that have been designed to meet their changing needs. This dedication to our clients has helped us become one of the largest investment companies in the UK.

Our track record of consistent outperformance is thanks to the strength of our team. We believe in giving our fund managers the freedom to act on their convictions and we support them with in-depth research from our analysts. As a result, our clients benefit from a market-leading institutional offering that covers equities, public and private debt, multi asset and property.

To find out more about our Institutional capabilities, please contact the Consultant Relations Team at
consultant.relations@mandg.co.uk

M&G INVESTMENTS

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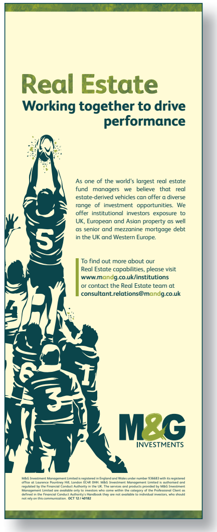
2



Real Estate
Working together to drive performance

As one of the world's largest real estate fund managers we believe that real estate-derived vehicles can offer a diverse range of investment opportunities. We offer institutional investors exposure to UK, European and Asian property as well as senior and mezzanine mortgage debt in the UK and Western Europe.

To find out more about our Real Estate capabilities, please visit **www.mandg.co.uk/institutions** or contact the Real Estate team at **consultant.relations@mandg.co.uk**

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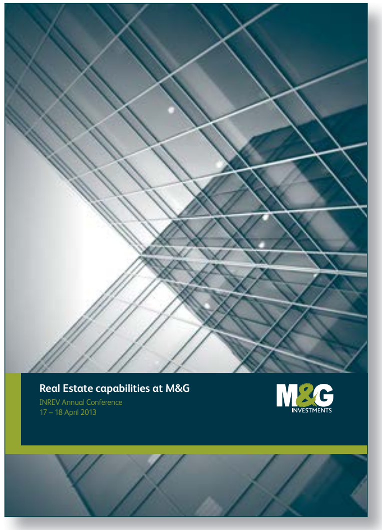
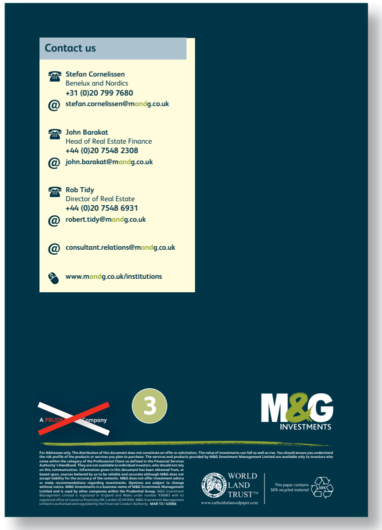


Real Estate capabilities at M&G
INREV Annual Conference
17 – 18 April 2013

M&G INVESTMENTS



Contact us

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@ **consultant.relations@mandg.co.uk**

www.mandg.co.uk/institutions

~~A PRUDE Company~~

3

M&G INVESTMENTS

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M&G Real Estate is a sub-brand of M&G Investments. The majority of marketing and communications materials and all cross business activity will feature the M&G Investments brand. These guidelines show how to apply M&G Real Estate on those occasions where this is acceptable. More information about when to use each brand are included on pages 1.4 – 1.5.

M&G Real Estate

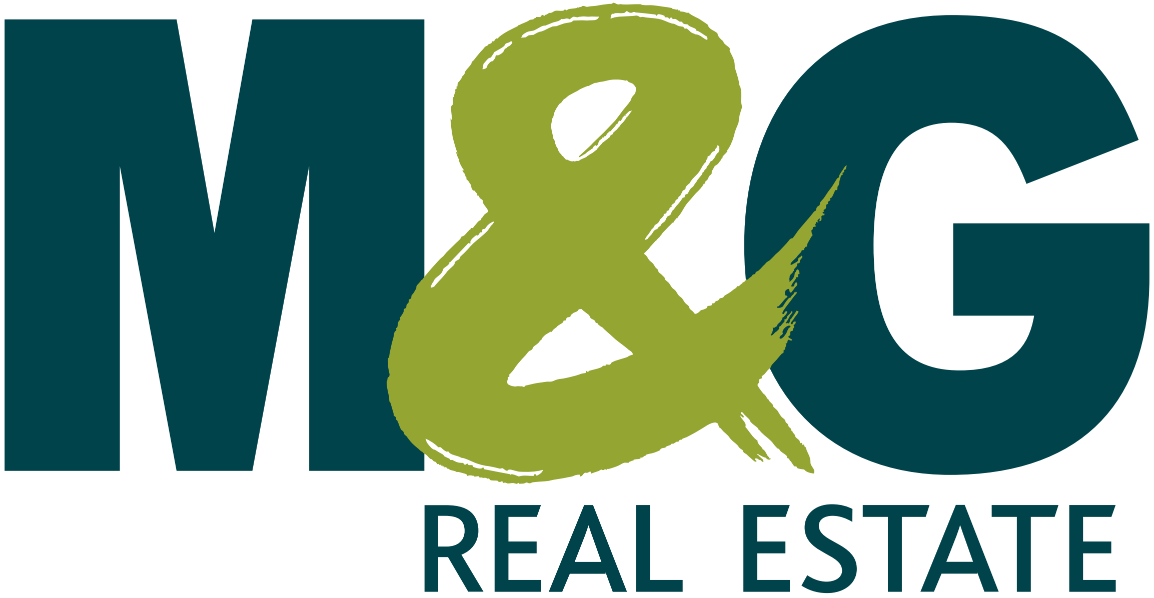
8.1

M&G Real Estate logo

M&G Real Estate is a sub-brand that sits under the M&G Investments umbrella. The logo takes on all of the characteristics of the M&G Investments brand which can be seen in Section 2.2.

As M&G Investments is our lead brand for all communications and promotions the M&G Real Estate logo should only be used when an event, collateral or online presence is specific to M&G Real Estate. For information about usage see the **Brand Architecture Section 1.4 – 1.5.**

Guidelines for how the M&G Real Estate sub-brand should be applied are covered in this section of these guidelines.



M&G Real Estate logo variants

Primary logo variants

There are three primary variants to the M&G Real Estate logo. Firstly the colour version is made up of the blue and green; this is the master logo and should be used when printing colour applications.

Secondly the monotone version, illustrated in black, would be used when printing in one colour and when tints are available.

Thirdly there is a single colour version that should only be used when printing in one colour and when tints are not available.

Reversal logo variants

The reverse logo variants provide examples of how the logo might be used on the M&G blue, black or green backgrounds. These must only be used if absolutely necessary, on the rare occasions where the primary variants may not or cannot be used.

PRIMARY
Colour version

Monotone version

Single colour version

REVERSAL
Colour background

Black background

Single colour version on black

Single colour version on green

Single colour version on blue (Asia)

M&G Real Estate logo exclusion area

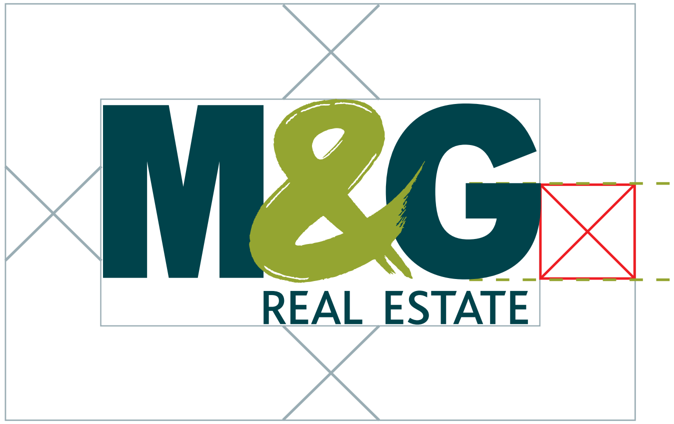
The exclusion area

In order to allow the logo to enjoy sufficient standout, the illustrated exclusion area should be adhered to. This helps to prevent any overcrowding that could occur when placing the mark near other graphic elements.

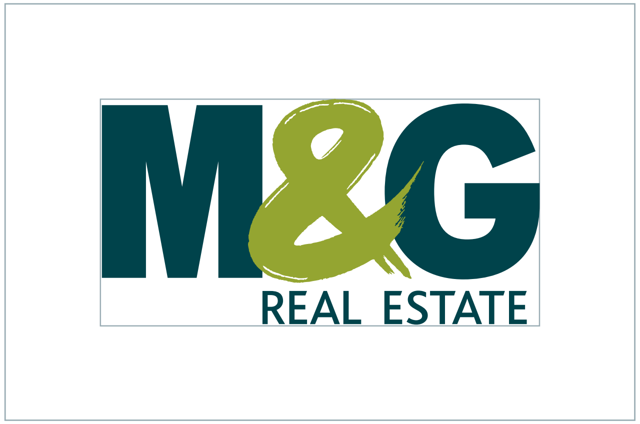
The exclusion area can be determined by calculating the height of the bottom part of the ‘G’ and drawing a square.

For further logo usage go to **Logo usage 8.5**.

The example shown does not suggest that a white boxed panel should surround the logo at any time and purely indicates the zone where no other elements are permitted.



Logo exclusion calculation



Logo exclusion area

Minimum size

The smallest size at which the M&G Real Estate logo can be displayed is **20mm**. This will maintain legibility of the logo and its strapline at small sizes.

< 20mm >
M&G
REAL ESTATE
< 20mm >
M&G
REAL ESTATE

Minimum logo size

M&G Real Estate logo usage

The application of the logo to backgrounds should be carefully monitored.

1 The optimum background for the application of the logo is a white or M&G Cream background.

Coloured backgrounds

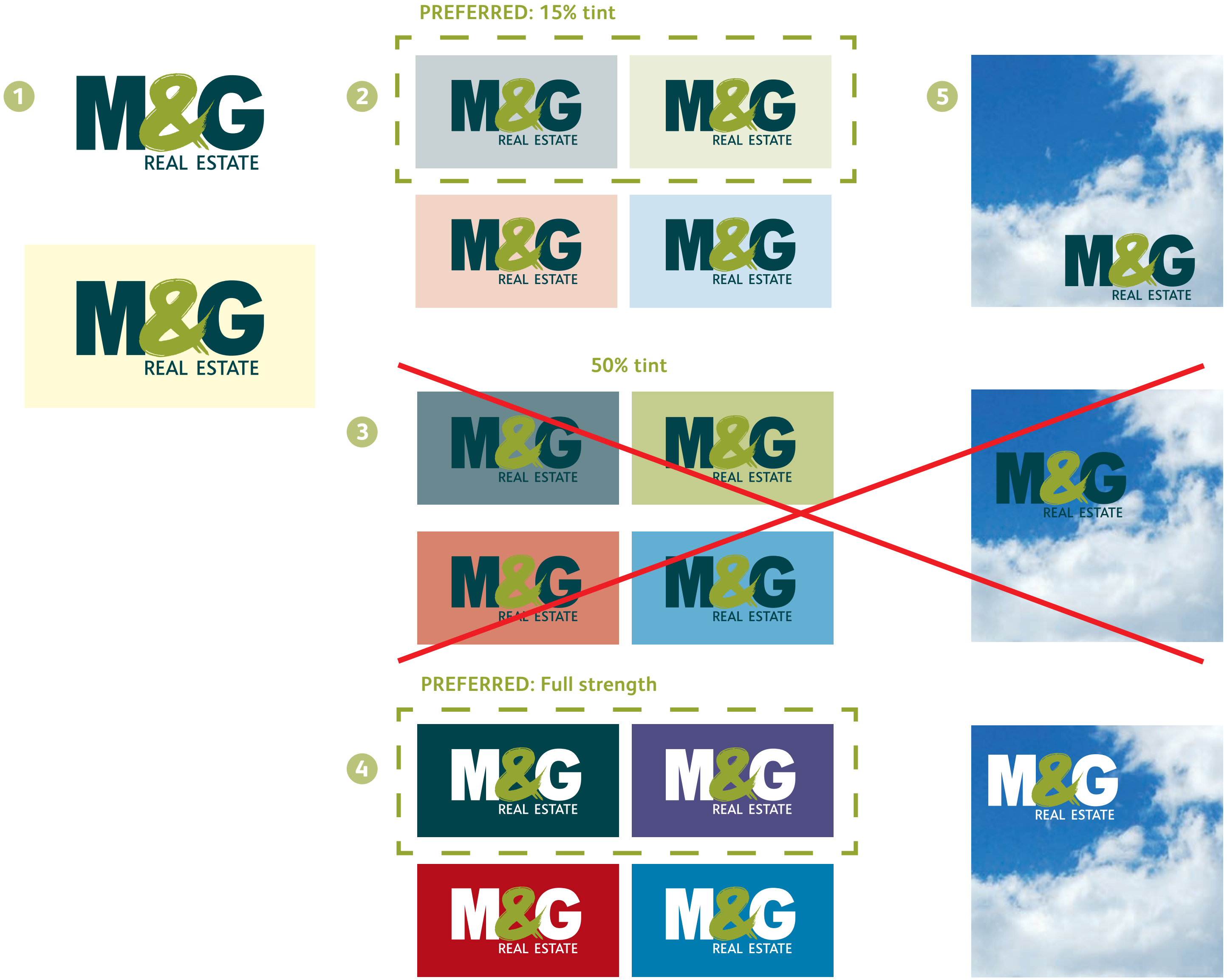
2 When the M&G Cream or white is not an option, light colour backgrounds are recommended for the clear application of the primary M&G Real Estate logo; this is illustrated using a 15% tint of a supporting M&G colour.

3 The application of the logo to mid-tone backgrounds is **not** recommended due to lack of clarity and strength; this is illustrated using a 50% tint.

4 The use of the reversal M&G Real Estate logo is recommended for use with solid dark backgrounds. This should only be used when use of the primary logo is not possible. Please refer to this requirement as shown on the logo variants page (section 8.3).
It is not recommended that the logos are applied to background colours outside the M&G palette but in cases such as sponsorship this may be necessary.

Photographic backgrounds

5 The application of the logo to photographic backgrounds should be carefully considered. Examples of this are shown opposite and highlight the importance of applying the logo to appropriate areas of an image.



Endorsement strapline

The endorsement strapline ‘Part of the M&G Group’ must always be used in combination with the M&G Real Estate sub-brand logo. For examples of how the strapline should appear on brochure covers go to Section 8.13.

The exclusion area and position

‘**Part of the M&G Group**’ has a minimum **10mm** exclusion zone. Its position and alignment in relation to the M&G Real Estate logo will depend on the format of the application.

1 On a business card the strapline will appear on the left-hand side, the cap height aligning with the top of the ‘M’ of M&G.

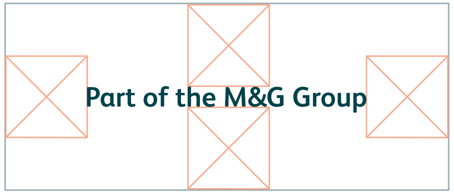
2 On compliment slips and letterheads the strapline will appear on the right-hand side aligning with the edge of the ‘G’ of M&G. For further strapline examples go to **Stationery overview in Section 8.7**.

3 On a PowerPoint title slide the strapline will appear as shown here.

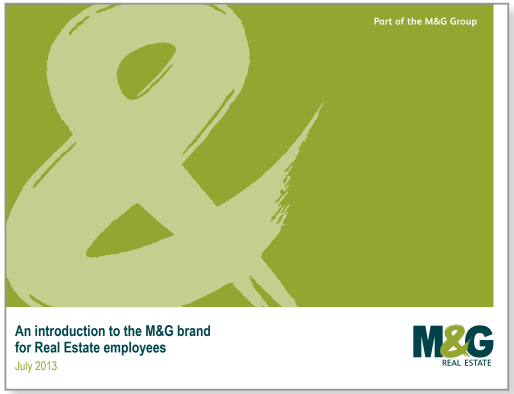
The example shown does not suggest that a white boxed panel should surround the logo at any time and purely indicates the zone where no other elements are permitted.

Incorrect usage

The endorsement strapline must never be placed directly under, above or around the M&G Real Estate logo. The space around the logo should be respected so as to not overcrowd the logo. For further information go to **Logo exclusion area Section 8.4**.



Logo exclusion calculation = 10mm

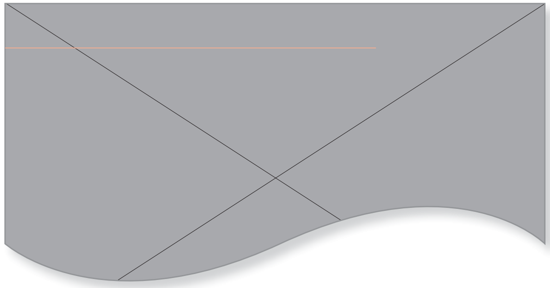

Part of the M&G Group

An introduction to the M&G brand for Real Estate employees

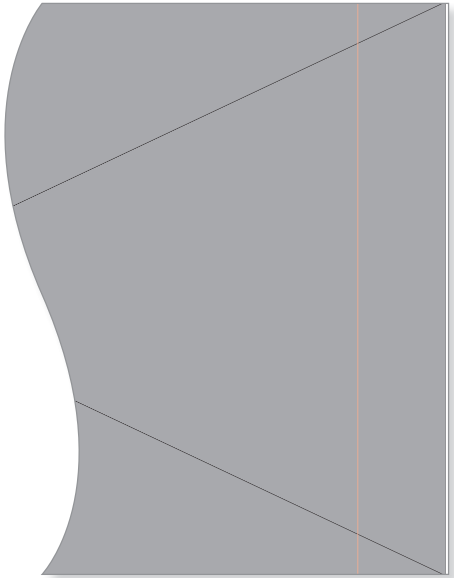
July 2013

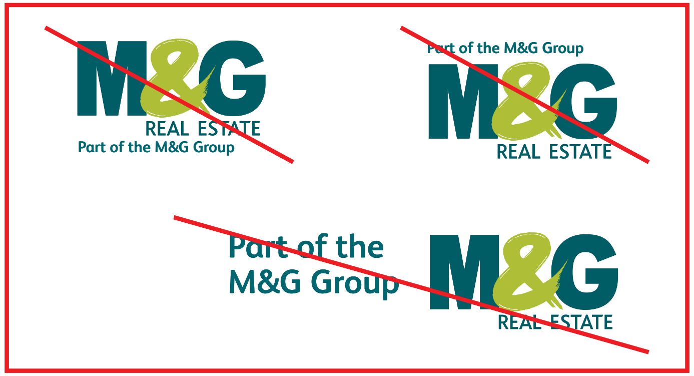
3

1



2

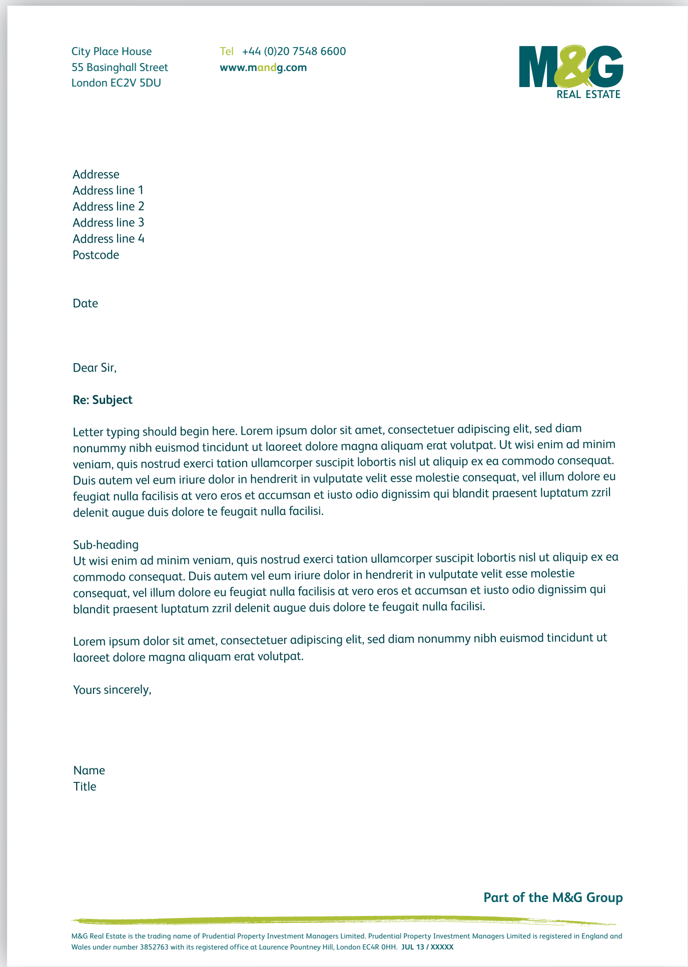




M&G Real Estate stationery overview

M&G Real Estate stationery

This page illustrates how the M&G Real Estate logo has been applied to stationery items. The following pages show each item in more detail.



City Place House
55 Basinghall Street
London EC2V 5DU

Tel +44 (0)20 7548 6600
www.mandg.com

REAL ESTATE

Addresse
Address line 1
Address line 2
Address line 3
Address line 4
Postcode

Date

Dear Sir,

Re: Subject

Letter typing should begin here. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Sub-heading
Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

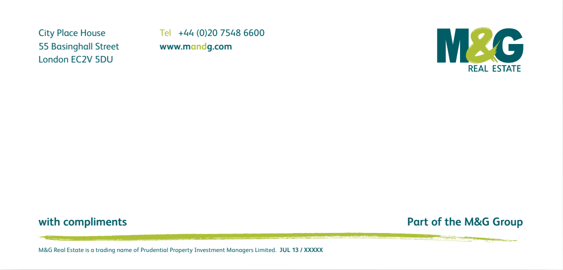
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Yours sincerely,

Name
Title

Part of the M&G Group

M&G Real Estate is the trading name of Prudential Property Investment Managers Limited. Prudential Property Investment Managers Limited is registered in England and Wales under number 3852763 with its registered office at Laurence Pountney Hill, London EC4R 0HH. **JUL 13 / XXXXX**



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London EC2V 5DU

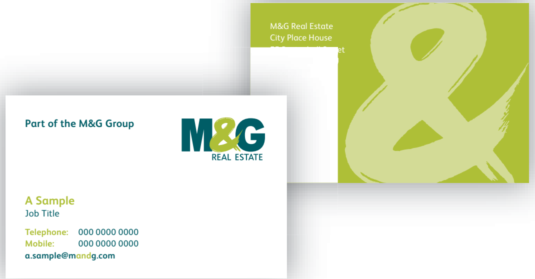
Tel +44 (0)20 7548 6600
www.mandg.com

REAL ESTATE

with compliments

Part of the M&G Group

M&G Real Estate is a trading name of Prudential Property Investment Managers Limited. **JUL 13 / XXXXX**



M&G Real Estate
City Place House

Part of the M&G Group

REAL ESTATE

A Sample
Job Title

Telephone: 000 0000 0000
Mobile: 000 0000 0000
a.sample@mandg.com

M&G Real Estate letterhead template (A4)

Letterhead layout

1 Logo
32mm width logo.

2 Title and address
Title in 10pt/14pt FS Albert Bold in M&G Blue.
Address in 10pt/14pt FS Albert Regular.

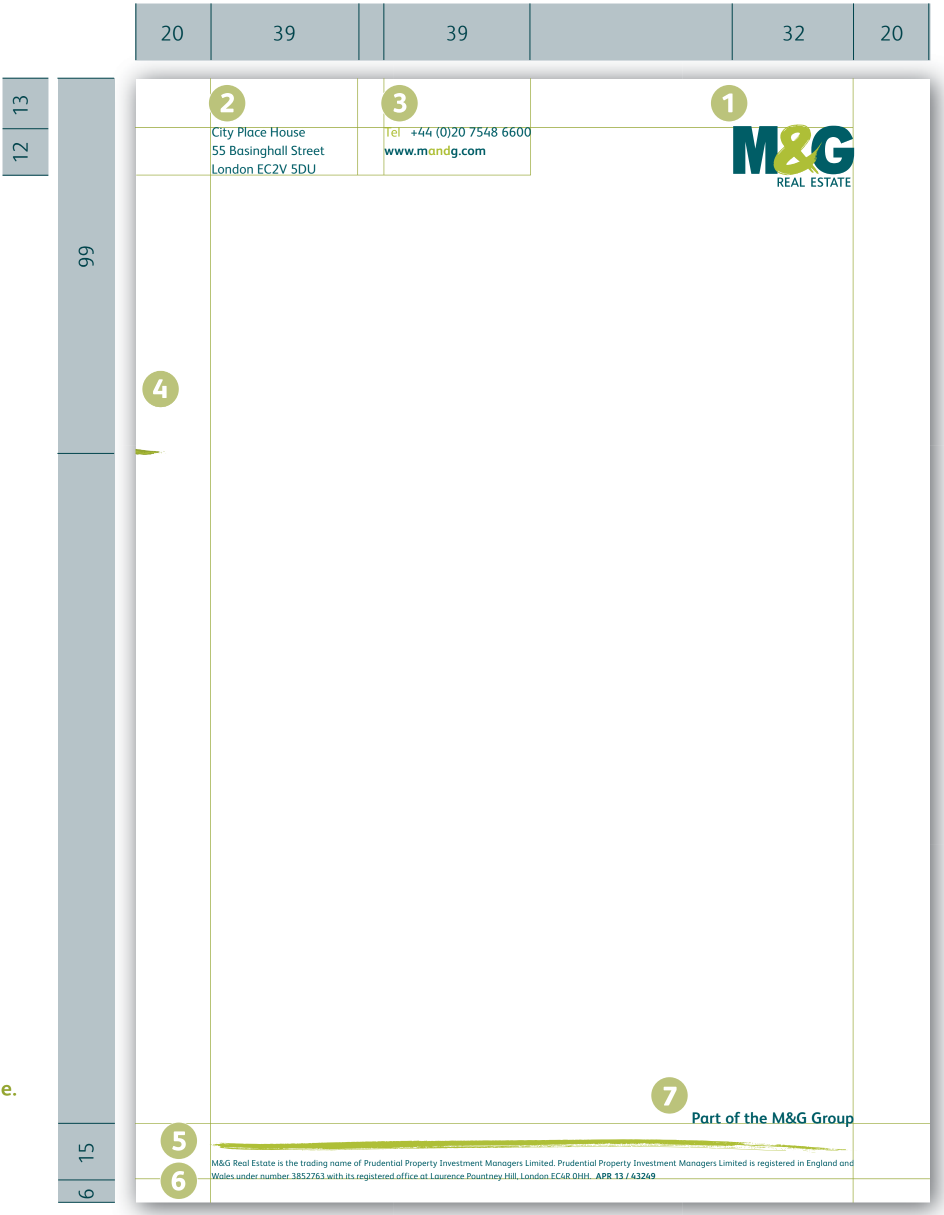
3 Contact details
Set in 10pt/14pt FS Albert Regular in M&G Blue.
Tel/web address titles in FS Albert Bold, M&G Blue and Green.

4 Fold mark
8mm width fold mark in M&G Green.

5 Brush stroke
170mm width in M&G Green.

6 Legal information
Set in 6.5pt/9.5pt FS Albert Regular in M&G Blue.

7 Part of the M&G Group
Set in 12pt FS Albert Bold in M&G Blue.



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M&G REAL ESTATE

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Dimensions: 297mm x 210mm
Example shown 50% of actual size.
All measurements in millimetres.

M&G Real Estate compliment slip

Compliment slip layout

1 Logo
32mm width logo.

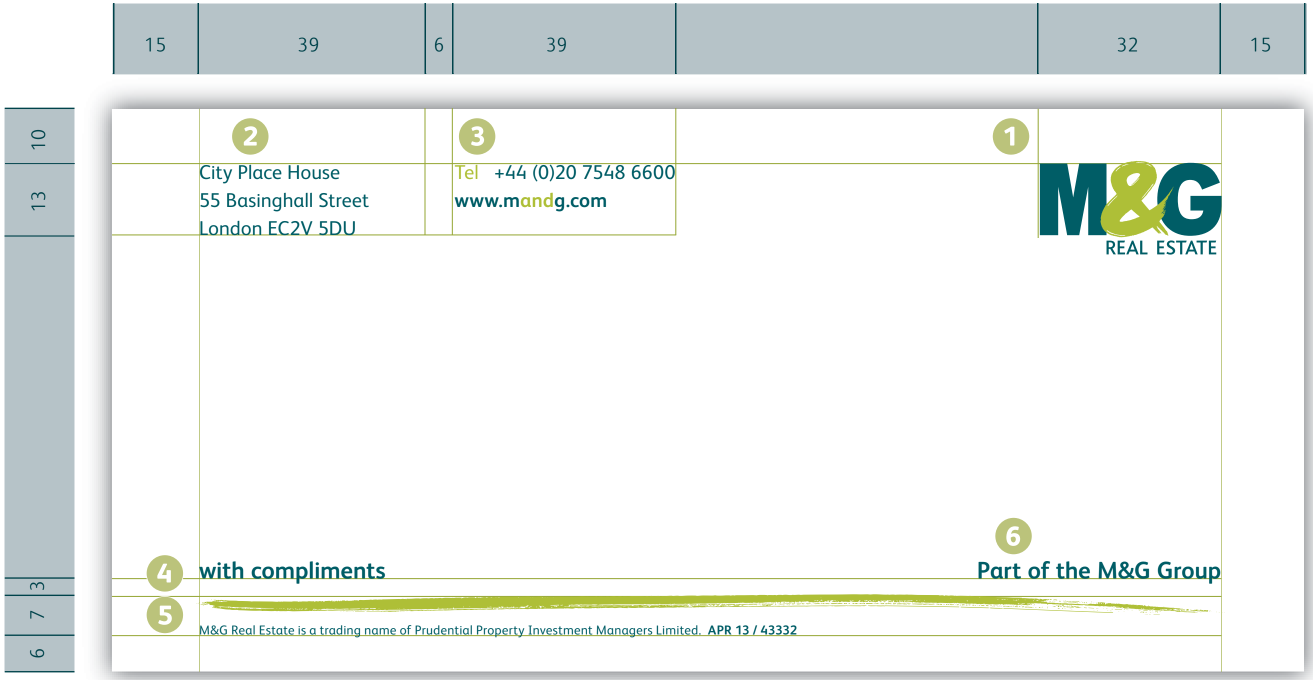
2 Title and address
Title in 10pt/14pt FS Albert Bold in M&G Blue.
Address in 10pt/14pt FS Albert Regular.

3 Contact details
Set in 10pt/14pt FS Albert Regular in M&G Blue. Tel/web address titles in FS Albert Bold, M&G Blue and Green.

4 with compliments
Set in 12pt FS Albert Bold lower case in M&G Blue.

5 Legal information
Set in 6.5pt/9.5pt FS Albert Regular in M&G Blue.

6 Part of the M&G Group
Set in 12pt FS Albert Bold in M&G Blue.



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London EC2V 5DU

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REAL ESTATE

with compliments

Part of the M&G Group

M&G Real Estate is a trading name of Prudential Property Investment Managers Limited. APR 13 / 43332

Dimensions: 99mm x 210mm
Example shown 75% of actual size.
All measurements in millimetres.

M&G Real Estate business card

Front

1 **Logo**
25mm width logo.

2 **Part of the M&G Group**
Set in 9pt FS Albert Bold in M&G Blue.

3 **Name**
Set in 10pt FS Albert Bold in M&G Green.

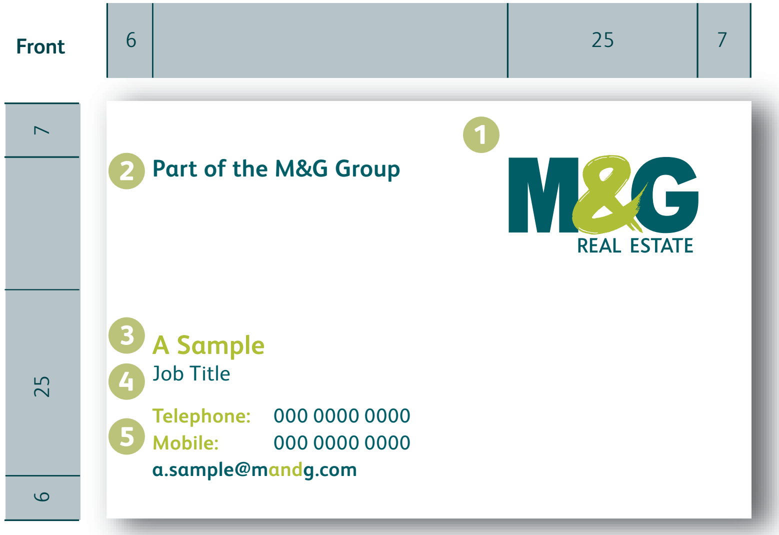
4 **Title**
Set in 8pt/10pt FS Albert Regular in M&G Blue.

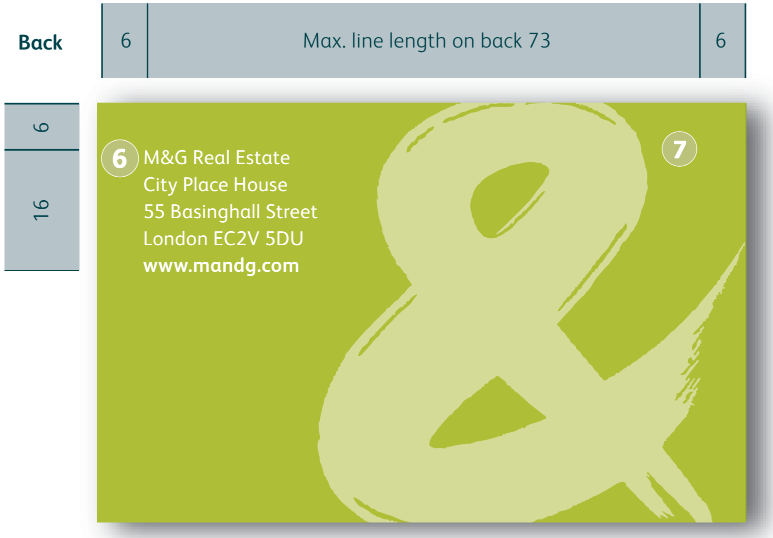
5 **Contact details**
Titles set in 7.5pt/10pt FS Albert Bold in M&G Green. Numbers set in 7.5pt/10pt FS Albert Regular in M&G Blue. Email address set in 7.5pt/10pt FS Albert Bold in M&G Blue and Green.

Back

6 **Address details**
Address set in 7.5pt/10pt FS Albert Regular in white. Web address set in 7.5pt/10pt FS Albert Bold in white.

7 **Background**
Full bleed M&G Green with full height ampersand in 50% tint of M&G Green bled off top and bottom of card, ranged right.


Front
6
25
7
7
25
6
1
2 Part of the M&G Group
M&G
REAL ESTATE
3 A Sample
4 Job Title
5 Telephone: 000 0000 0000
Mobile: 000 0000 0000
a.sample@mandg.com


Back
6
Max. line length on back 73
6
6
16
6 M&G Real Estate
City Place House
55 Basinghall Street
London EC2V 5DU
www.mandg.com
7

Dimensions: 55mm x 85mm
Example shown at actual size.
All measurements in millimetres.

Using the illustrative style

An illustration may be used if it is not necessary to show a full colour photograph of the M&G Real Estate asset.

Two styles of illustration

1 The original style

The treatment examples opposite use this style. It is acceptable to use any **existing** illustrations styled in this way. **Do not** use this style when commissioning new illustrations.

2 The posterisation style

This is the style that should be used when commissioning new illustrations. This style is detailed in **Using the illustrative style Section 4.3.**

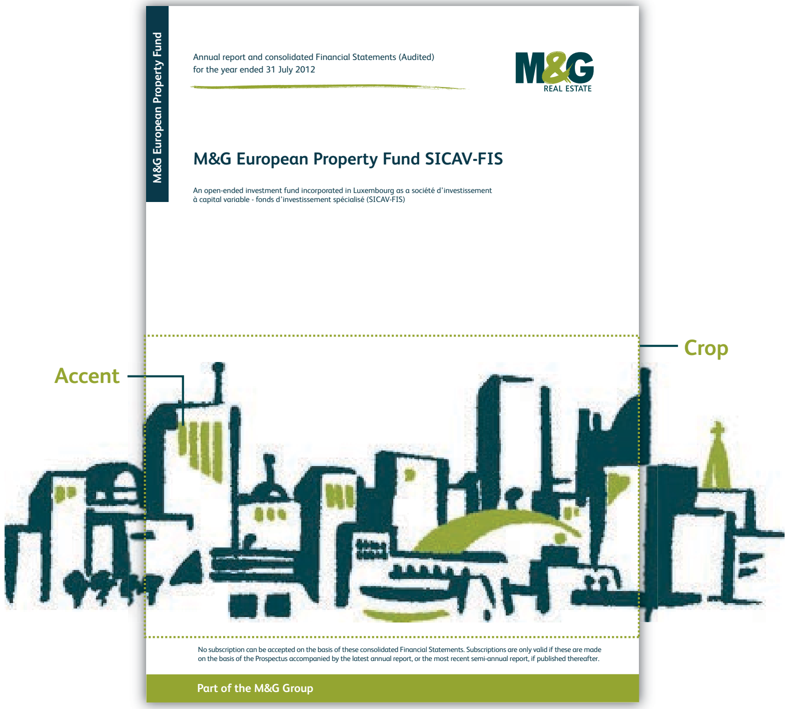
The illustration should always use M&G's primary colours of blue and green. The green can be used as an accent colour to pick out detail – such as windows or roofs (as seen in the treatment example) – and shouldn't dominate the illustration.

Illustrations should be cropped and bled off the page; this adds dynamism and tension to the overall composition.

Origination and commissioning

If you would like to commission an illustration using the posterisation style please contact the M&G Design & Print team (Section 9.2)

Treatment example



M&G European Property Fund

Annual report and consolidated Financial Statements (Audited)
for the year ended 31 July 2012

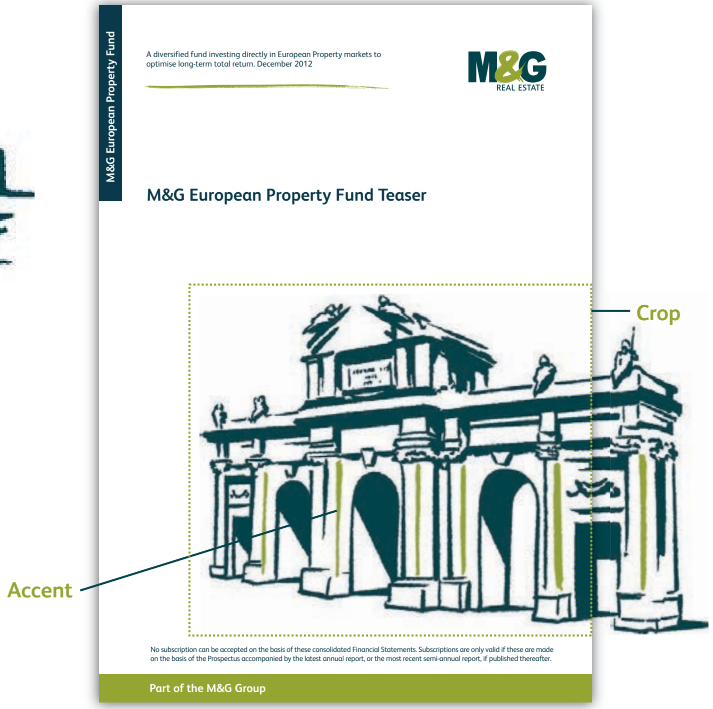
M&G European Property Fund SICAV-FIS

An open-ended investment fund incorporated in Luxembourg as a société d'investissement à capital variable - fonds d'investissement spécialisé (SICAV-FIS)

No subscription can be accepted on the basis of these consolidated Financial Statements. Subscriptions are only valid if these are made on the basis of the Prospectus accompanied by the latest annual report, or the most recent semi-annual report, if published thereafter.

Part of the M&G Group

Treatment example



M&G European Property Fund

A diversified fund investing directly in European Property markets to optimise long-term total return. December 2012

M&G European Property Fund Teaser

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Part of the M&G Group

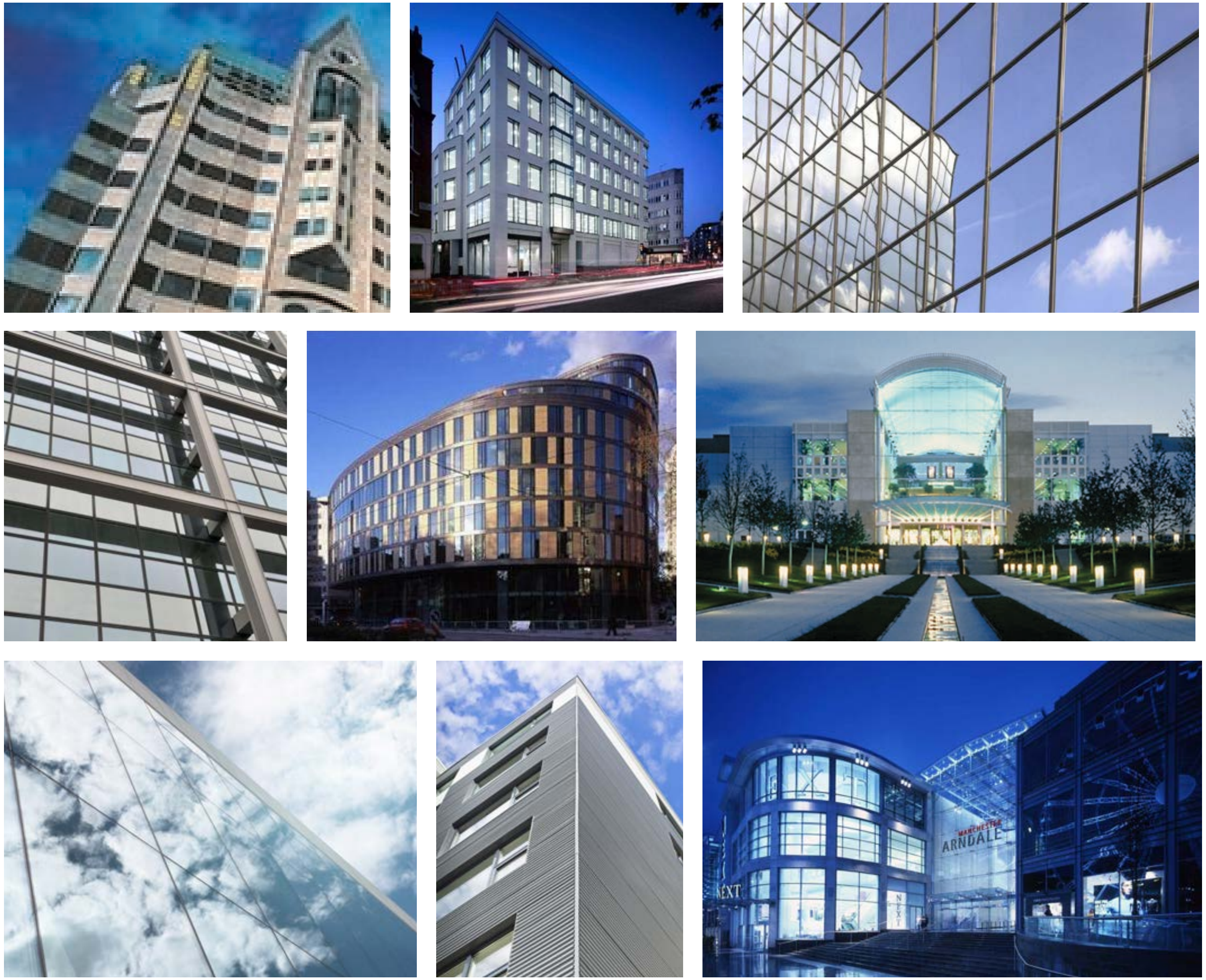
Full colour photography

There will be instances where full colour photographs of properties that M&G Real Estate own, manage, construct, invest in or advise on, need to be shown for marketing purposes. Any property featured must be an M&G Real Estate property. Opposite is a selection of photographs (not all of them are M&G Real Estate properties) which demonstrate the contemporary style of photography required. The key points to consider when commissioning or using an existing photograph are listed below.

Key points to consider

1. **Angle and crop**
   Interesting angles and innovative crops are key to achieving dynamic compositions.
2. **Lighting**
   Blue skies and dramatic lighting will always show the properties in their best light and create dramatic impactful shots.
3. **Building features**
   The scope of M&G Real Estate property photography will cover everything from industrial units to heritage properties. Focusing on an architectural detail or more abstract architectural elements is a way of achieving the contemporary style of photography required.

For further guidance or clarification, please contact the M&G Design & Print team (Section 9.2).



Photographic front cover layout grid

Report cover elements

A cover should always be designed respecting the use of image area and the dimensions and type sizes indicated below.

1 **Logo**
32mm width logo.

2 **Report heading**
19pt FS Albert Bold reversed out of M&G Blue bar.

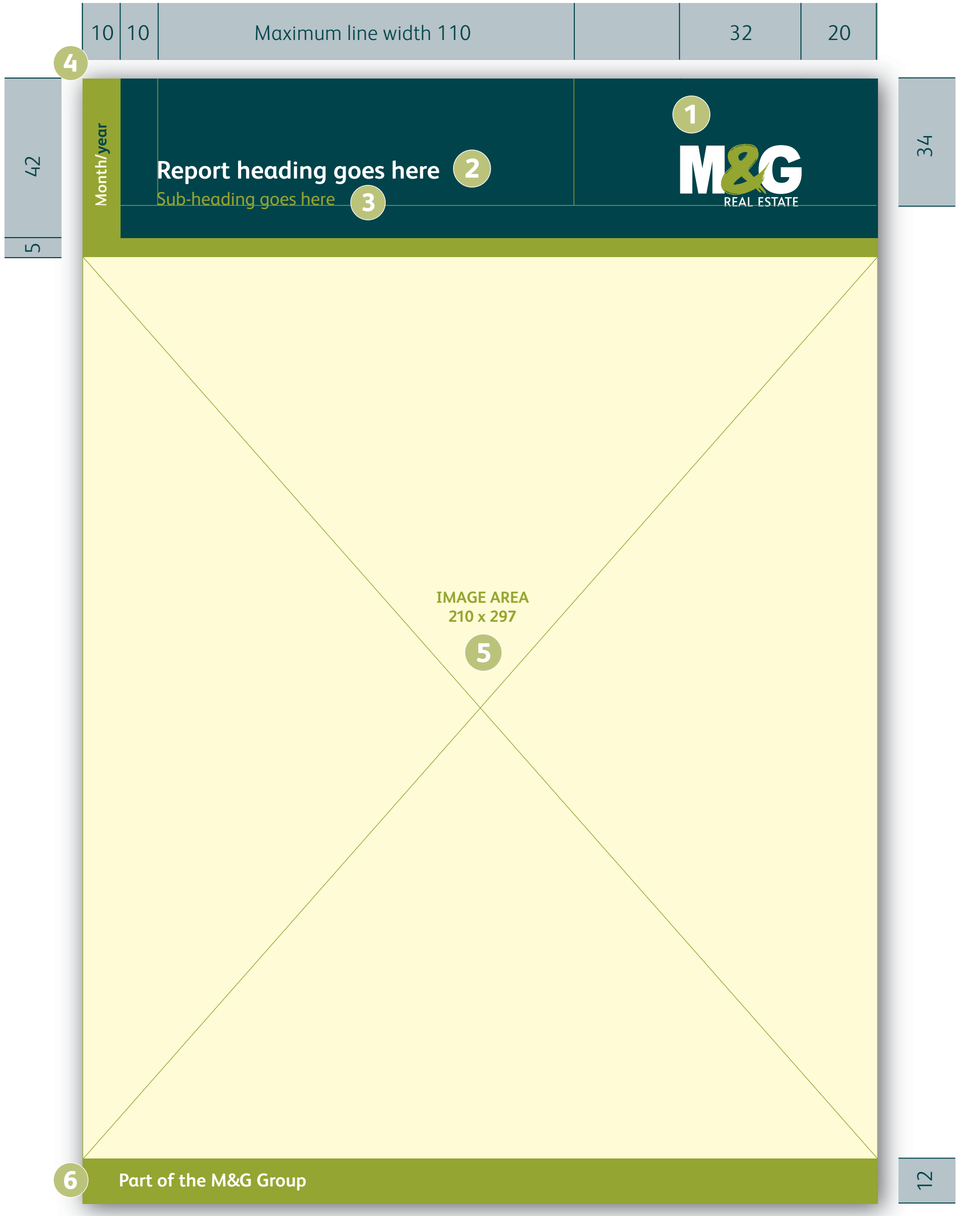
3 **Sub-heading (if required)**
14pt/20pt FS Albert Regular in M&G Green.

4 **Month/year**
12pt FS Albert Bold. Month reversed out of M&G Green bar and year in M&G Blue.

5 **Photographs**
Photographs should bleed off on the right and left-hand edges and the base of covers. A maximum of four photographs is permitted per cover. or examples go to **Photographic front cover examples Section 8.14.**

6 **Part of the M&G Group**
Set in 14pt FS Albert Bold in white on an M&G Green strip.

Example shown 50% of actual size. All measurements in millimetres.


10
10
Maximum line width 110
32
20
42
5
34
12
4
Month/year
Report heading goes here
2
Sub-heading goes here
3
1
M&G
REAL ESTATE
IMAGE AREA
210 x 297
5
6
Part of the M&G Group

Photographic front cover examples

For the brochure cover grid with specified dimensions and type sizes go to section 8.13.

Photography

The use of photography leads the brochure design. The photographs should be strong, dynamic and closely cropped to create an interesting cover composition. For further information go to **Full colour photography Section 8.12**. A maximum of four photographs can be used on a brochure cover at any one time.

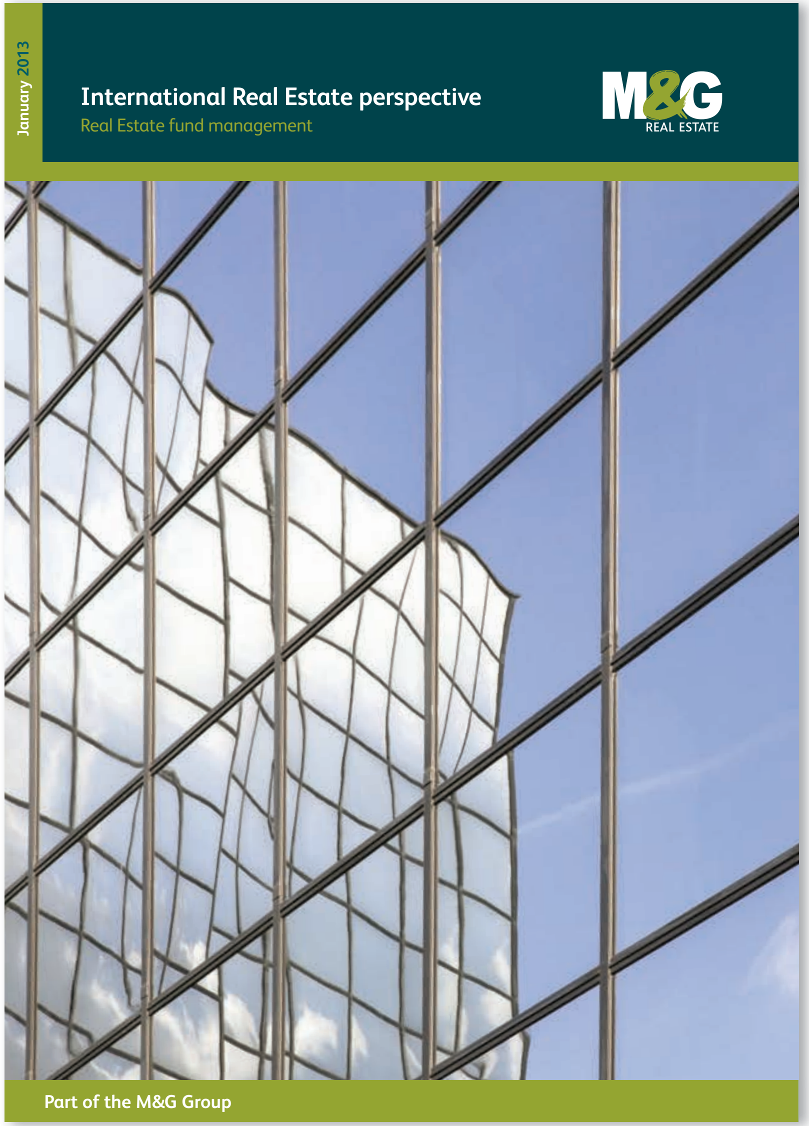
Bar system

The bar system is used to carry the brochure titles and the M&G Real Estate logo. The bar is always positioned at the top of the page.

M&G endorsement strapline

The endorsement strapline appears at the bottom of the page in a green strip.

Example shown 50% of actual size.



January 2013

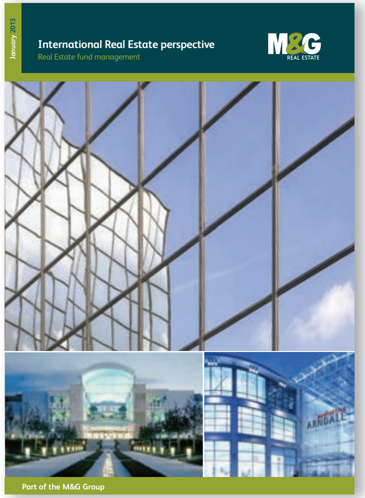
International Real Estate perspective

Real Estate fund management

M&G REAL ESTATE

Part of the M&G Group

Three image version



January 2013

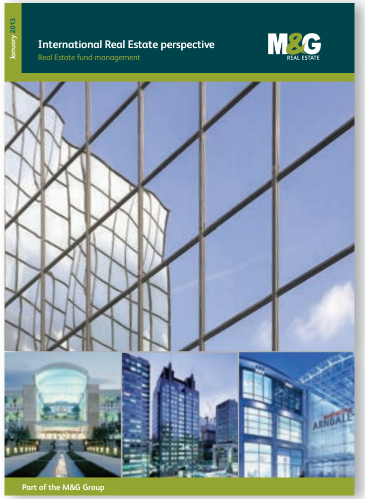
International Real Estate perspective

Real Estate fund management

M&G REAL ESTATE

Part of the M&G Group

Four image version



January 2013

International Real Estate perspective

Real Estate fund management

M&G REAL ESTATE

Part of the M&G Group

Report spread layout

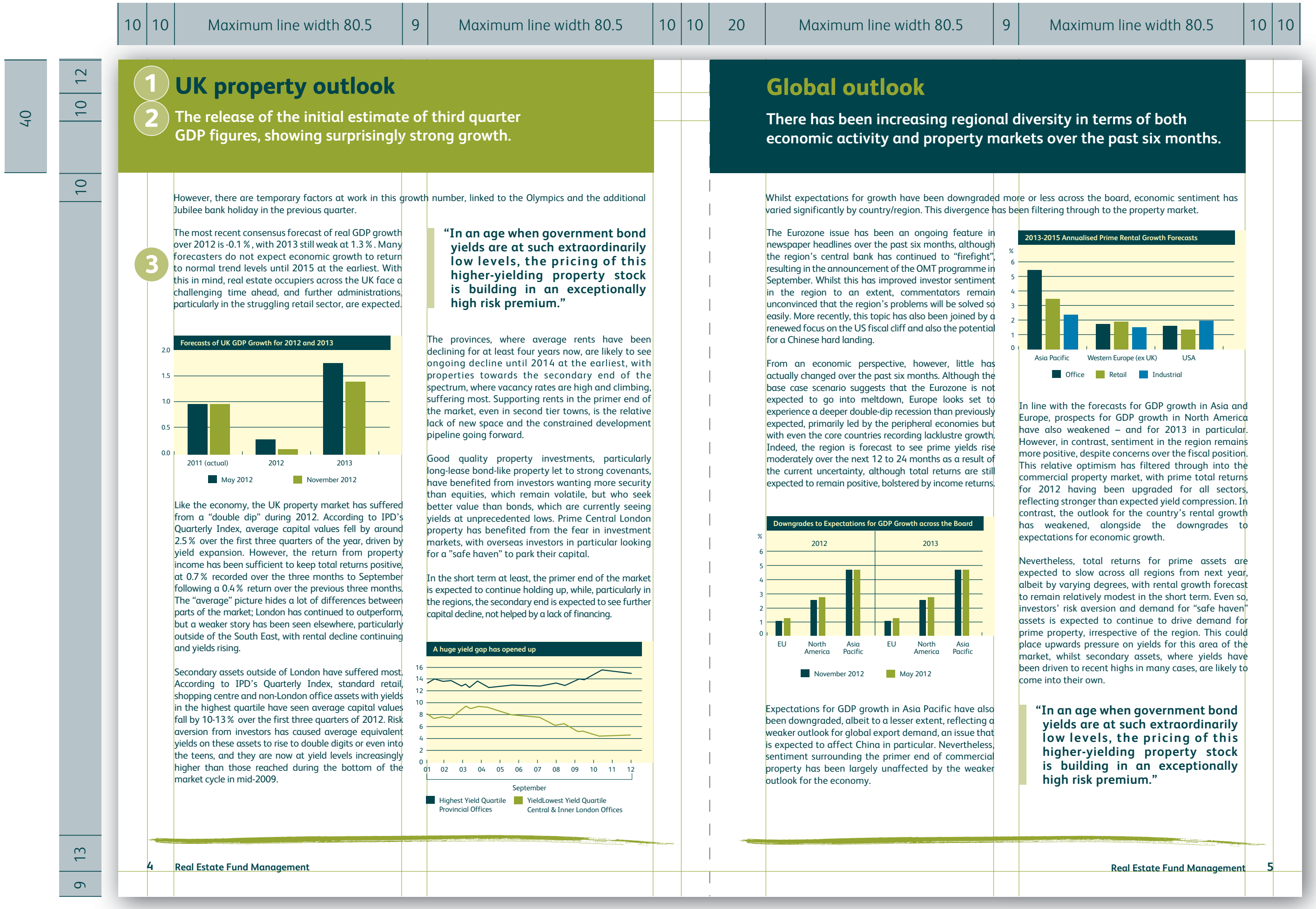
1 **Headline**
24pt/25pt FS Albert Extra Bold, M&G Green or Blue respective of bar colour.

2 **Sub-headings**
16pt/19pt FS Albert Bold. Title in white or M&G Green, respective of background.

3 **Body copy/paragraphs**
10pt/12pt FS Albert Regular, M&G Blue. 4mm line space between paragraphs.

4 **Supporting photography**
Interior photography featuring assets is also permissible.

Example shown 50% of actual size. All measurements in millimetres.



UK property outlook

The release of the initial estimate of third quarter GDP figures, showing surprisingly strong growth.

However, there are temporary factors at work in this growth number, linked to the Olympics and the additional Jubilee bank holiday in the previous quarter.

The most recent consensus forecast of real GDP growth over 2012 is -0.1 %, with 2013 still weak at 1.3 %. Many forecasters do not expect economic growth to return to normal trend levels until 2015 at the earliest. With this in mind, real estate occupiers across the UK face a challenging time ahead, and further administrations, particularly in the struggling retail sector, are expected.

Like the economy, the UK property market has suffered from a "double dip" during 2012. According to IPD's Quarterly Index, average capital values fell by around 2.5 % over the first three quarters of the year, driven by yield expansion. However, the return from property income has been sufficient to keep total returns positive, at 0.7 % recorded over the three months to September following a 0.4 % return over the previous three months. The "average" picture hides a lot of differences between parts of the market; London has continued to outperform, but a weaker story has been seen elsewhere, particularly outside of the South East, with rental decline continuing and yields rising.

Secondary assets outside of London have suffered most. According to IPD's Quarterly Index, standard retail, shopping centre and non-London office assets with yields in the highest quartile have seen average capital values fall by 10-13 % over the first three quarters of 2012. Risk aversion from investors has caused average equivalent yields on these assets to rise to double digits or even into the teens, and they are now at yield levels increasingly higher than those reached during the bottom of the market cycle in mid-2009.

> **"In an age when government bond yields are at such extraordinarily low levels, the pricing of this higher-yielding property stock is building in an exceptionally high risk premium."**

The provinces, where average rents have been declining for at least four years now, are likely to see ongoing decline until 2014 at the earliest, with properties towards the secondary end of the spectrum, where vacancy rates are high and climbing, suffering most. Supporting rents in the primer end of the market, even in second tier towns, is the relative lack of new space and the constrained development pipeline going forward.

Good quality property investments, particularly long-lease bond-like property let to strong covenants, have benefited from investors wanting more security than equities, which remain volatile, but who seek better value than bonds, which are currently seeing yields at unprecedented lows. Prime Central London property has benefited from the fear in investment markets, with overseas investors in particular looking for a "safe haven" to park their capital.

In the short term at least, the primer end of the market is expected to continue holding up, while, particularly in the regions, the secondary end is expected to see further capital decline, not helped by a lack of financing.

4 **Real Estate Fund Management**

Global outlook

There has been increasing regional diversity in terms of both economic activity and property markets over the past six months.

Whilst expectations for growth have been downgraded more or less across the board, economic sentiment has varied significantly by country/region. This divergence has been filtering through to the property market.

The Eurozone issue has been an ongoing feature in newspaper headlines over the past six months, although the region's central bank has continued to "firefight", resulting in the announcement of the OMT programme in September. Whilst this has improved investor sentiment in the region to an extent, commentators remain unconvinced that the region's problems will be solved so easily. More recently, this topic has also been joined by a renewed focus on the US fiscal cliff and also the potential for a Chinese hard landing.

From an economic perspective, however, little has actually changed over the past six months. Although the base case scenario suggests that the Eurozone is not expected to go into meltdown, Europe looks set to experience a deeper double-dip recession than previously expected, primarily led by the peripheral economies but with even the core countries recording lacklustre growth. Indeed, the region is forecast to see prime yields rise moderately over the next 12 to 24 months as a result of the current uncertainty, although total returns are still expected to remain positive, bolstered by income returns.

Expectations for GDP growth in Asia Pacific have also been downgraded, albeit to a lesser extent, reflecting a weaker outlook for global export demand, an issue that is expected to affect China in particular. Nevertheless, sentiment surrounding the primer end of commercial property has been largely unaffected by the weaker outlook for the economy.

In line with the forecasts for GDP growth in Asia and Europe, prospects for GDP growth in North America have also weakened – and for 2013 in particular. However, in contrast, sentiment in the region remains more positive, despite concerns over the fiscal position. This relative optimism has filtered through into the commercial property market, with prime total returns for 2012 having been upgraded for all sectors, reflecting stronger than expected yield compression. In contrast, the outlook for the country's rental growth has weakened, alongside the downgrades to expectations for economic growth.

Nevertheless, total returns for prime assets are expected to slow across all regions from next year, albeit by varying degrees, with rental growth forecast to remain relatively modest in the short term. Even so, investors' risk aversion and demand for "safe haven" assets is expected to continue to drive demand for prime property, irrespective of the region. This could place upwards pressure on yields for this area of the market, whilst secondary assets, where yields have been driven to recent highs in many cases, are likely to come into their own.

> **"In an age when government bond yields are at such extraordinarily low levels, the pricing of this higher-yielding property stock is building in an exceptionally high risk premium."**

Real Estate Fund Management 5

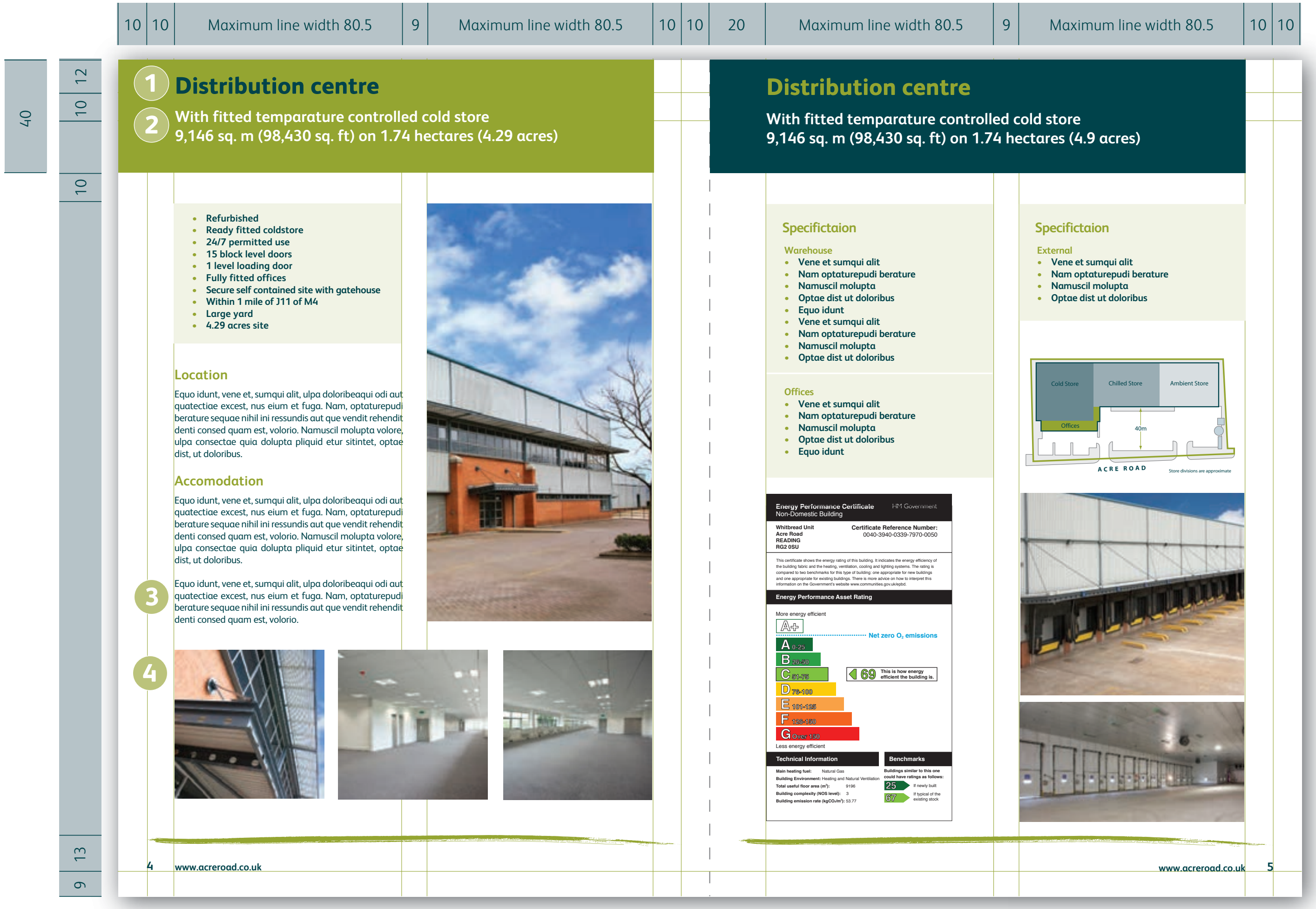
Brochure spread layout

1 **Headline**
24pt/25pt FS Albert Extra Bold, M&G Green or Blue respective of bar colour.

2 **Sub-headings**
16pt/19pt FS Albert Bold. Title in white or M&G Green, respective of background.

3 **Body copy/paragraphs**
10pt/13pt FS Albert Regular, M&G Blue. 4mm line space between paragraphs.

4 **Supporting photography**
Interior photography showing the asset features is permissible.



Distribution centre

With fitted temparature controlled cold store
9,146 sq. m (98,430 sq. ft) on 1.74 hectares (4.29 acres)

- Refurbished
- Ready fitted coldstore
- 24/7 permitted use
- 15 block level doors
- 1 level loading door
- Fully fitted offices
- Secure self contained site with gatehouse
- Within 1 mile of J11 of M4
- Large yard
- 4.29 acres site

Location

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Accomodation

Equo idunt, vene et, sumqui alit, ulpa doloribeaqui odi aut quatectiae excest, nus eium et fuga. Nam, optaturepudi berature sequae nihil ini ressundis aut que vendit rehendit denti consed quam est, volorio. Namuscil molupta volore, ulpa consectae quia dolupta pliquid etur sitintet, optae dist, ut doloribus.

Equo idunt, vene et, sumqui alit, ulpa doloribeaqui odi aut quatectiae excest, nus eium et fuga. Nam, optaturepudi berature sequae nihil ini ressundis aut que vendit rehendit denti consed quam est, volorio.

4 www.acreroad.co.uk

Distribution centre

With fitted temparature controlled cold store
9,146 sq. m (98,430 sq. ft) on 1.74 hectares (4.9 acres)

Specifictaion

Warehouse
- Vene et sumqui alit
- Nam optaturepudi berature
- Namuscil molupta
- Optae dist ut doloribus
- Equo idunt
- Vene et sumqui alit
- Nam optaturepudi berature
- Namuscil molupta
- Optae dist ut doloribus

Offices
- Vene et sumqui alit
- Nam optaturepudi berature
- Namuscil molupta
- Optae dist ut doloribus
- Equo idunt

Energy Performance Certificate HM Government
Non-Domestic Building

Whitbread Unit
Acre Road
READING
RG2 0SU

Certificate Reference Number:
0040-3940-0339-7970-0050

This certificate shows the energy rating of this building. It indicates the energy efficiency of the building fabric and the heating, ventilation, cooling and lighting systems. The rating is compared to two benchmarks for this type of building: one appropriate for new buildings and one appropriate for existing buildings. There is more advice on how to interpret this information on the Government's website www.communities.gov.uk/epbd.

Energy Performance Asset Rating

More energy efficient
A+
Net zero O₂ emissions
A 0-25
B 26-50
C 51-75
D 76-100
E 101-125
F 126-150
G Over 150
Less energy efficient

69 This is how energy efficient the building is.

Technical Information

Main heating fuel: Natural Gas
Building Environment: Heating and Natural Ventilation
Total useful floor area (m^2): 9196
Building complexity (NOS level): 3
Building emission rate ($kgCO_2/m^2$): 53.77

Benchmarks

Buildings similar to this one could have ratings as follows:
25 If newly built
67 If typical of the existing stock

Specifictaion

External
- Vene et sumqui alit
- Nam optaturepudi berature
- Namuscil molupta
- Optae dist ut doloribus

www.acreroad.co.uk 5

Back cover layout

Back cover elements

The contact details should appear within a table as illustrated opposite. This should appear on the back cover of every brochure.

The colour of the table should be set in the M&G Blue and Green palette (Section 3.5).

A 60% tint of Pantone 9140 should be used as a background colour for the table. If printing one colour this should be left clear and a 0.5pt box rule should be used to define the area once filled.

1 **Header**
22pt FS Albert Bold, white.

2 **Icon**
Minimum of **7mm**, M&G Blue.

3 **Sub-headers**
14pt/17pt FS Albert Bold and Regular, M&G Blue.

4 **Body copy**
10pt/13pt FS Albert Regular, M&G Blue.

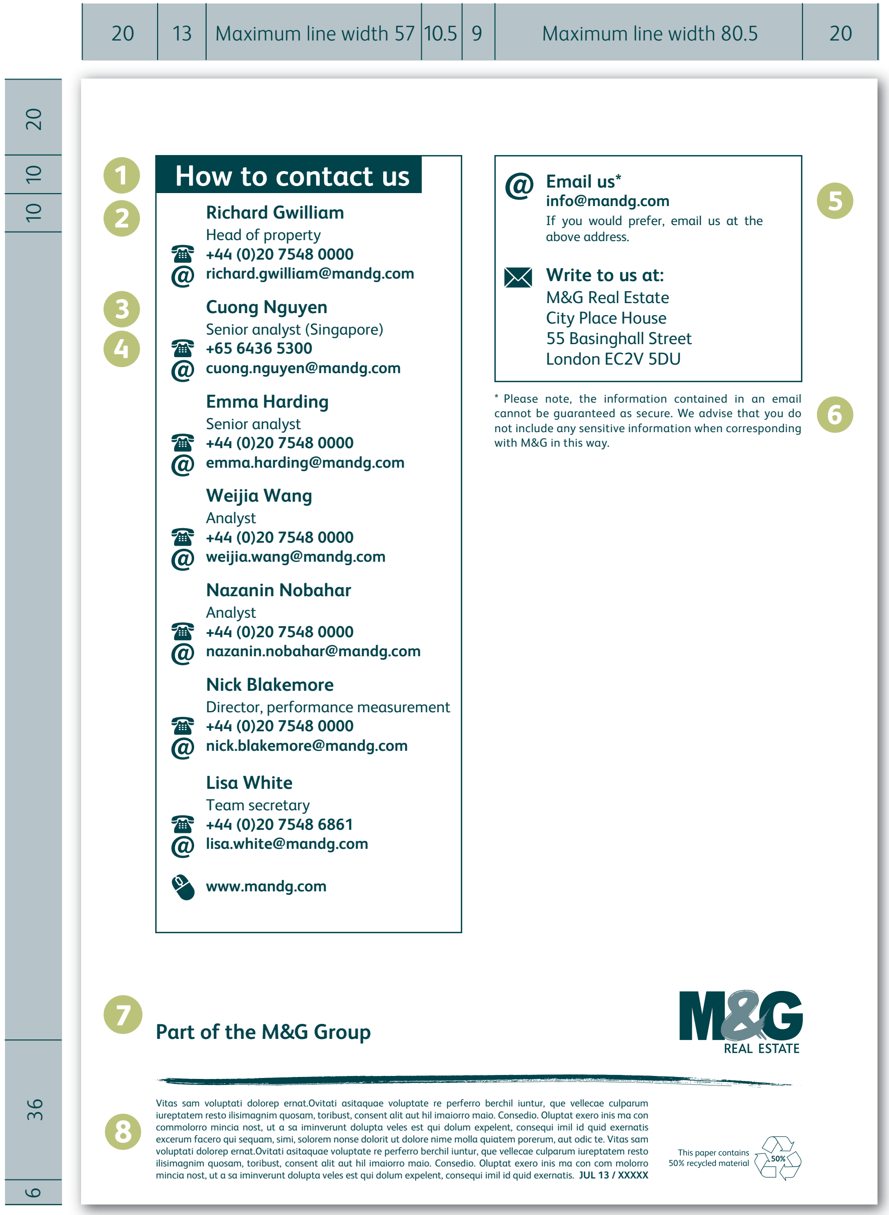
5 **Web/email address**
12pt/15pt FS Albert Bold, M&G Blue and Green.

6 **Notes**
9pt/11pt FS Albert Regular, M&G Blue.
Full line break between paragraphs.

7 **Part of the M&G Group**
Set in 16pt FS Albert Bold in M&G Blue.

8 **Legal information**
6.5pt/8.5pt FS Albert Regular, M&G Blue.

Example shown 50% of actual size. All measurements in millimetres.



How to contact us

Richard Gwilliam
Head of property
☎ **+44 (0)20 7548 0000**
@ **richard.gwilliam@mandg.com**

Cuong Nguyen
Senior analyst (Singapore)
☎ **+65 6436 5300**
@ **cuong.nguyen@mandg.com**

Emma Harding
Senior analyst
☎ **+44 (0)20 7548 0000**
@ **emma.harding@mandg.com**

Weijia Wang
Analyst
☎ **+44 (0)20 7548 0000**
@ **weijia.wang@mandg.com**

Nazanin Nobahar
Analyst
☎ **+44 (0)20 7548 0000**
@ **nazanin.nobahar@mandg.com**

Nick Blakemore
Director, performance measurement
☎ **+44 (0)20 7548 0000**
@ **nick.blakemore@mandg.com**

Lisa White
Team secretary
☎ **+44 (0)20 7548 6861**
@ **lisa.white@mandg.com**

www.mandg.com

@ **Email us***
info@mandg.com
If you would prefer, email us at the above address.

✉ **Write to us at:**
M&G Real Estate
City Place House
55 Basinghall Street
London EC2V 5DU

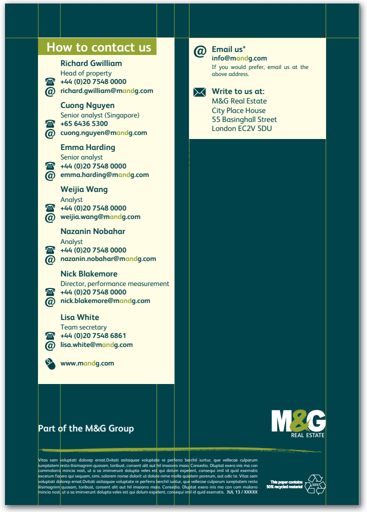
* Please note, the information contained in an email cannot be guaranteed as secure. We advise that you do not include any sensitive information when corresponding with M&G in this way.

Part of the M&G Group

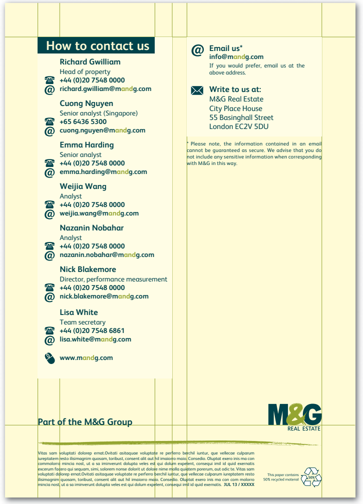
Vitas sam voluptati dolorep ernat.Ovitati asitaquae voluptate re perferro berchil iuntur, que vellecae culparum iureptatem resto ilisimagnim quosam, toribust, consent alit aut hil imaiorro maio. Consedio. Oluptat exero inis ma con commolorro mincia nost, ut a sa iminverunt dolupta veles est qui dolum expelent, consequi imil id quid exernatis excerum facero qui sequam, simi, solorem nonse dolorit ut dolore nime molla quiatem porerum, aut odic te. Vitas sam voluptati dolorep ernat.Ovitati asitaquae voluptate re perferro berchil iuntur, que vellecae culparum iureptatem resto ilisimagnim quosam, toribust, consent alit aut hil imaiorro maio. Consedio. Oluptat exero inis ma con com molorro mincia nost, ut a sa iminverunt dolupta veles est qui dolum expelent, consequi imil id quid exernatis. **JUL 13 / XXXXX**

This paper contains 50% recycled material

M&G Blue version



Single colour version



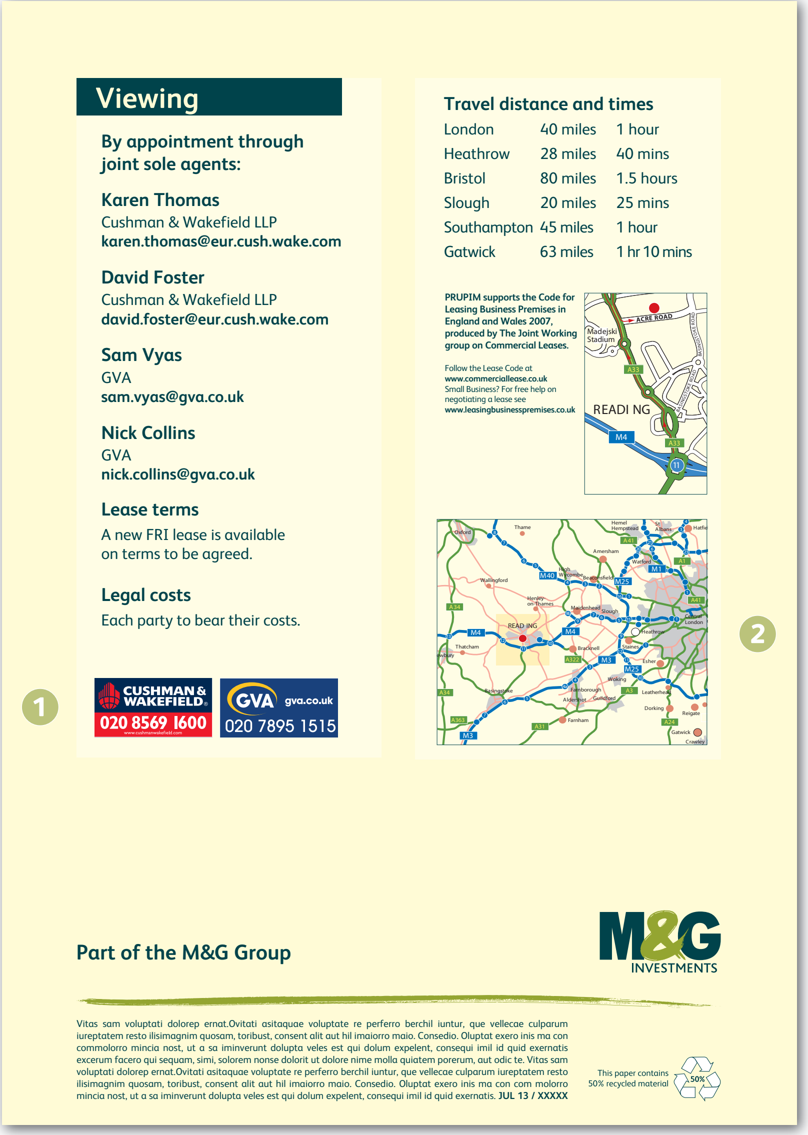
Dual branded back cover

Back cover elements

See **Back cover layout Section 8.17** for type and colour specifications. The additional elements are as follows:

1. **Agents' logos**
   These should be positioned beneath the agents' details at the bottom of the 60% tint panel.
2. **Maps**
   If maps need to be incorporated these can also be positioned in the 60% tint panel beneath the travel times.

Example shown 50% of actual size.



Viewing

By appointment through joint sole agents:

Karen Thomas
Cushman & Wakefield LLP
karen.thomas@eur.cush.wake.com

David Foster
Cushman & Wakefield LLP
david.foster@eur.cush.wake.com

Sam Vyas
GVA
sam.vyas@gva.co.uk

Nick Collins
GVA
nick.collins@gva.co.uk

Lease terms
A new FRI lease is available on terms to be agreed.

Legal costs
Each party to bear their costs.

CUSHMAN & WAKEFIELD 020 8569 1600
GVA gva.co.uk 020 7895 1515

Travel distance and times

London	40 miles	1 hour
Heathrow	28 miles	40 mins
Bristol	80 miles	1.5 hours
Slough	20 miles	25 mins
Southampton	45 miles	1 hour
Gatwick	63 miles	1 hr 10 mins

PRUPIM supports the Code for Leasing Business Premises in England and Wales 2007, produced by The Joint Working group on Commercial Leases.

Follow the Lease Code at
www.commerciallease.co.uk
Small Business? For free help on negotiating a lease see
www.leasingbusinesspremises.co.uk

Part of the M&G Group

Vitas sam voluptati dolorep ernat.Ovitati asitaquae voluptate re perferro berchil iuntur, que vellecae culparum iureptatem resto ilisimagnim quosam, toribust, consent alit aut hil imaiorro maio. Consedio. Oluptat exero inis ma con commolorro mincia nost, ut a sa iminverunt dolupta veles est qui dolum expelent, consequi imil id quid exernatis excerum facero qui sequam, simi, solorem nonse dolorit ut dolore nime molla quiatem porerum, aut odic te. Vitas sam voluptati dolorep ernat.Ovitati asitaquae voluptate re perferro berchil iuntur, que vellecae culparum iureptatem resto ilisimagnim quosam, toribust, consent alit aut hil imaiorro maio. Consedio. Oluptat exero inis ma con com molorro mincia nost, ut a sa iminverunt dolupta veles est qui dolum expelent, consequi imil id quid exernatis. **JUL 13 / XXXXX**

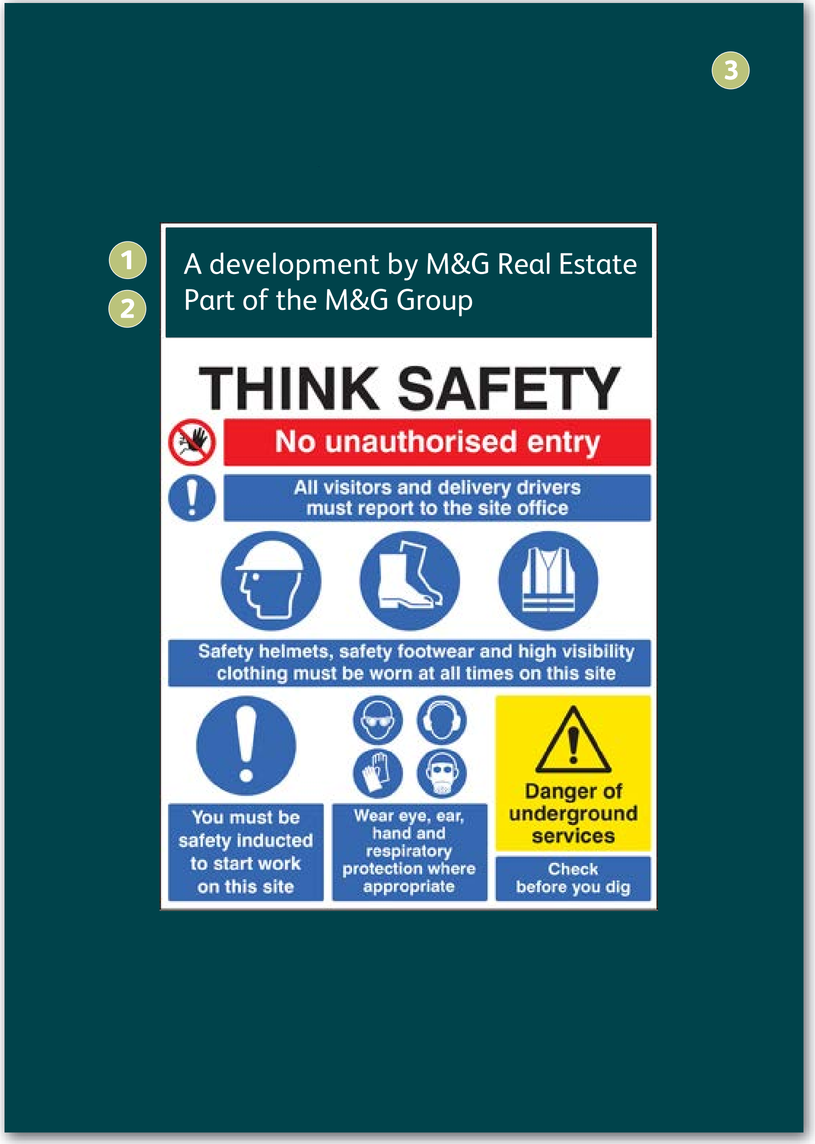
This paper contains 50% recycled material

Site boards

1 **A development by M&G Real Estate**
Set in FS Albert Regular in white. Type size will depend on size of site board.

2 **Part of the M&G Group**
Set in FS Albert Regular in white. Type size will depend on size of site board.

3 **Panel colour**
The background panel colour is M&G Blue.


3
1
2
A development by M&G Real Estate
Part of the M&G Group
THINK SAFETY
No unauthorised entry
All visitors and delivery drivers must report to the site office
Safety helmets, safety footwear and high visibility clothing must be worn at all times on this site
You must be safety inducted to start work on this site
Wear eye, ear, hand and respiratory protection where appropriate
Danger of underground services
Check before you dig

Photographic site boards

1 **Photographic hoarding version A**
‘A development by M&G Real Estate’ sits to the right of the main advertising space above the ‘architects details’.

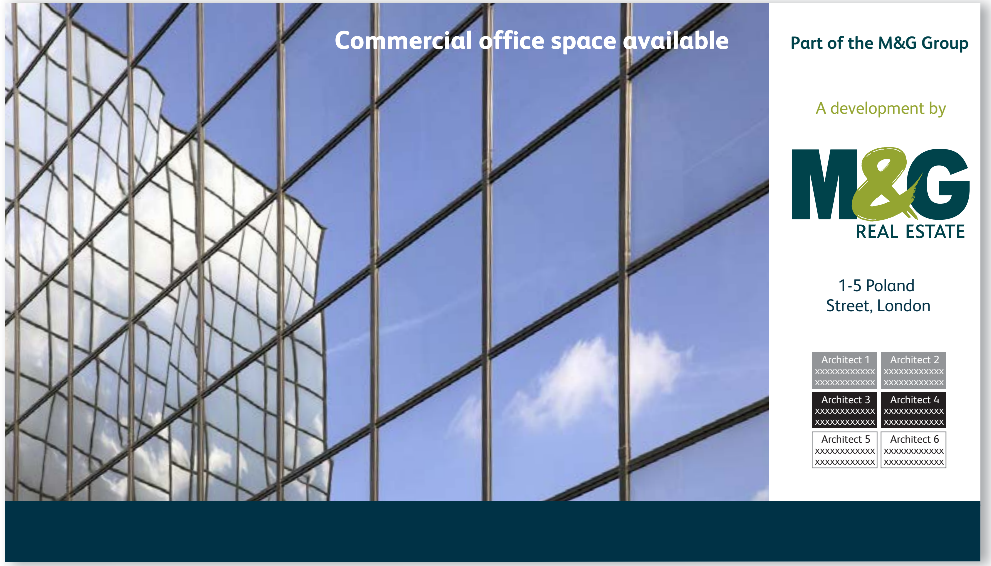
2 **Photographic hoarding version B**
Leads with the M&G Real Estate logo. Agents’ logos and details are secondary.

Both versions feature the endorsement strapline ‘Part of the M&G Group’.

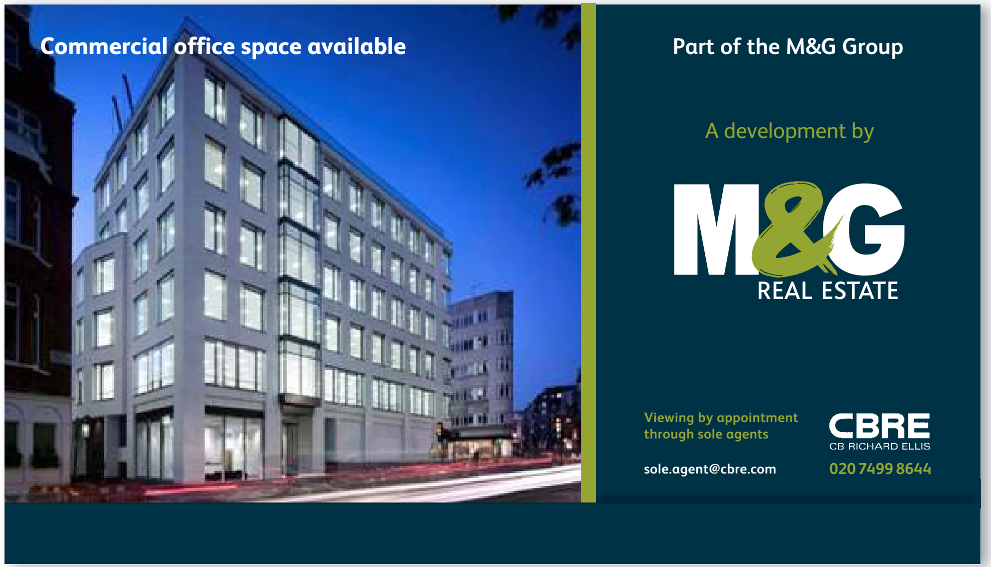
Producing a site board or hoarding

Before commissioning a photographic site board, hoarding or building wrap you must contact the Global Marketing Director (Section 9.2) who will consider the correct branding depending on the specific property.

1


Commercial office space available
Part of the M&G Group
A development by
M&G
REAL ESTATE
1-5 Poland
Street, London
Architect 1
xxxxxxxxxxxxx
xxxxxxxxxxxxx
Architect 2
xxxxxxxxxxxxx
xxxxxxxxxxxxx
Architect 3
xxxxxxxxxxxxx
xxxxxxxxxxxxx
Architect 4
xxxxxxxxxxxxx
xxxxxxxxxxxxx
Architect 5
xxxxxxxxxxxxx
xxxxxxxxxxxxx
Architect 6
xxxxxxxxxxxxx
xxxxxxxxxxxxx

2


Commercial office space available
Part of the M&G Group
A development by
M&G
REAL ESTATE
Viewing by appointment
through sole agents
CBRE
CB RICHARD ELLIS
sole.agent@cbre.com
020 7499 8644

M&G Real Estate gallery

The following pages illustrate how the visual style has been applied across a sample of M&G Real Estate materials. Not all options have been considered and where a new application or approach is desired, guidance and approval should be sought from the contacts detailed in Section 9.2.

January 2013

International Real Estate perspective

Real Estate fund management

M&G REAL ESTATE

Part of the M&G Group

January 2013

International Real Estate perspective

Real Estate fund management

M&G REAL ESTATE

Part of the M&G Group

January 2013

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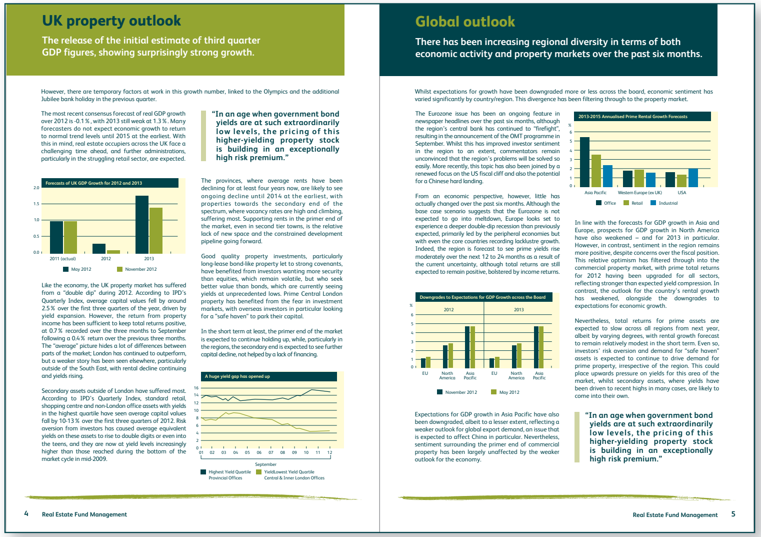
M&G REAL ESTATE

Part of the M&G Group


Forecasts of UK GDP Growth for 2012 and 2013
2.0
1.5
1.0
0.5
0.0
2011 (actual)
2012
2013
May 2012
November 2012
A huge yield gap has opened up
16
14
12
10
8
6
4
2
0
01
02
03
04
05
06
07
08
09
10
11
12
September
Highest Yield Quartile Provincial Offices
YieldLowest Yield Quartile Central & Inner London Offices
2013-2015 Annualised Prime Rental Growth Forecasts
%
6
5
4
3
2
1
0
Asia Pacific
Western Europe (ex UK)
USA
Office
Retail
Industrial
Downgrades to Expectations for GDP Growth across the Board
%
2012
2013
EU
North America
Asia Pacific
EU
North America
Asia Pacific
November 2012
May 2012

UK property outlook

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4 **Real Estate Fund Management**

Global outlook

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Whilst expectations for growth have been downgraded more or less across the board, economic sentiment has varied significantly by country/region. This divergence has been filtering through to the property market.

The Eurozone issue has been an ongoing feature in newspaper headlines over the past six months, although the region's central bank has continued to "firefight", resulting in the announcement of the OMT programme in September. Whilst this has improved investor sentiment in the region to an extent, commentators remain unconvinced that the region's problems will be solved so easily. More recently, this topic has also been joined by a renewed focus on the US fiscal cliff and also the potential for a Chinese hard landing.

From an economic perspective, however, little has actually changed over the past six months. Although the base case scenario suggests that the Eurozone is not expected to go into meltdown, Europe looks set to experience a deeper double-dip recession than previously expected, primarily led by the peripheral economies but with even the core countries recording lacklustre growth. Indeed, the region is forecast to see prime yields rise moderately over the next 12 to 24 months as a result of the current uncertainty, although total returns are still expected to remain positive, bolstered by income returns.

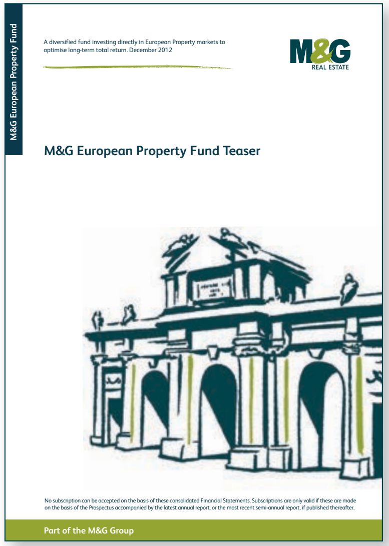
Expectations for GDP growth in Asia Pacific have also been downgraded, albeit to a lesser extent, reflecting a weaker outlook for global export demand, an issue that is expected to affect China in particular. Nevertheless, sentiment surrounding the primer end of commercial property has been largely unaffected by the weaker outlook for the economy.

In line with the forecasts for GDP growth in Asia and Europe, prospects for GDP growth in North America have also weakened – and for 2013 in particular. However, in contrast, sentiment in the region remains more positive, despite concerns over the fiscal position. This relative optimism has filtered through into the commercial property market, with prime total returns for 2012 having been upgraded for all sectors, reflecting stronger than expected yield compression. In contrast, the outlook for the country's rental growth has weakened, alongside the downgrades to expectations for economic growth.

Nevertheless, total returns for prime assets are expected to slow across all regions from next year, albeit by varying degrees, with rental growth forecast to remain relatively modest in the short term. Even so, investors' risk aversion and demand for "safe haven" assets is expected to continue to drive demand for prime property, irrespective of the region. This could place upwards pressure on yields for this area of the market, whilst secondary assets, where yields have been driven to recent highs in many cases, are likely to come into their own.

> **"In an age when government bond yields are at such extraordinarily low levels, the pricing of this higher-yielding property stock is building in an exceptionally high risk premium."**

Real Estate Fund Management 5



M&G European Property Fund

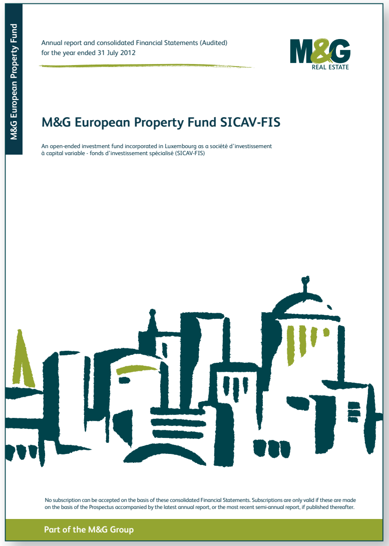
A diversified fund investing directly in European Property markets to optimise long-term total return. December 2012

M&G REAL ESTATE

M&G European Property Fund Teaser

No subscription can be accepted on the basis of these consolidated Financial Statements. Subscriptions are only valid if these are made on the basis of the Prospectus accompanied by the latest annual report, or the most recent semi-annual report, if published thereafter.

Part of the M&G Group



M&G European Property Fund

Annual report and consolidated Financial Statements (Audited)
for the year ended 31 July 2012

M&G REAL ESTATE

M&G European Property Fund SICAV-FIS

An open-ended investment fund incorporated in Luxembourg as a société d'investissement à capital variable - fonds d'investissement spécialisé (SICAV-FIS)

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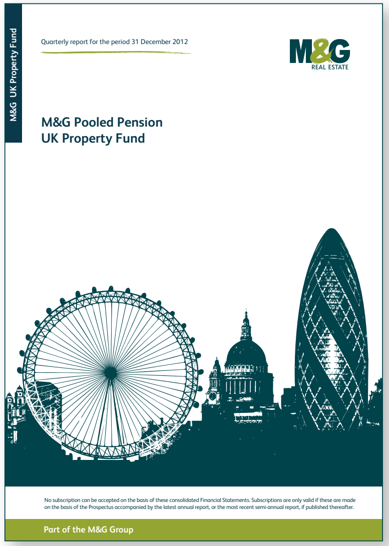

M&G UK Property Fund

Quarterly report for the period 31 December 2012

M&G REAL ESTATE

M&G Pooled Pension
UK Property Fund

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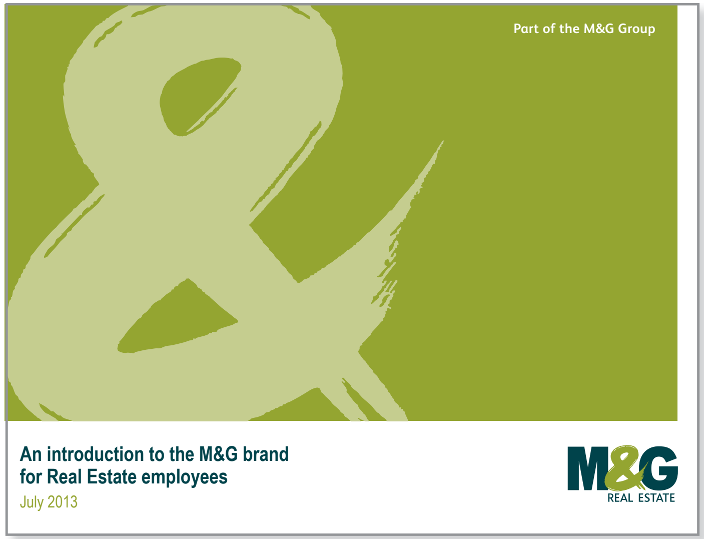
The paper stock for all literature is: Covers – Revive 50:50 offset / Text – Revive 50:50 silk

M&G Real Estate gallery continued



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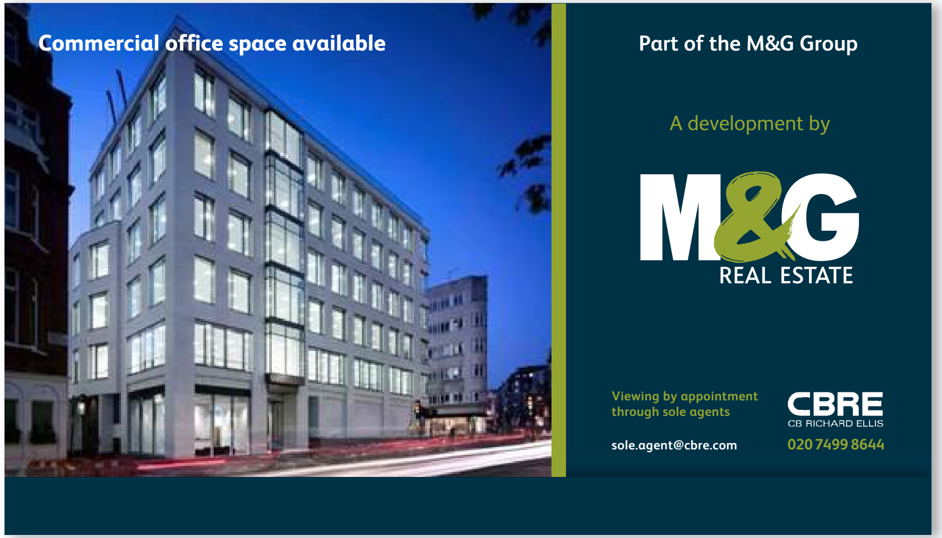
An introduction to the M&G brand
for Real Estate employees
July 2013

M&G REAL ESTATE



Commercial office space available

Part of the M&G Group

A development by

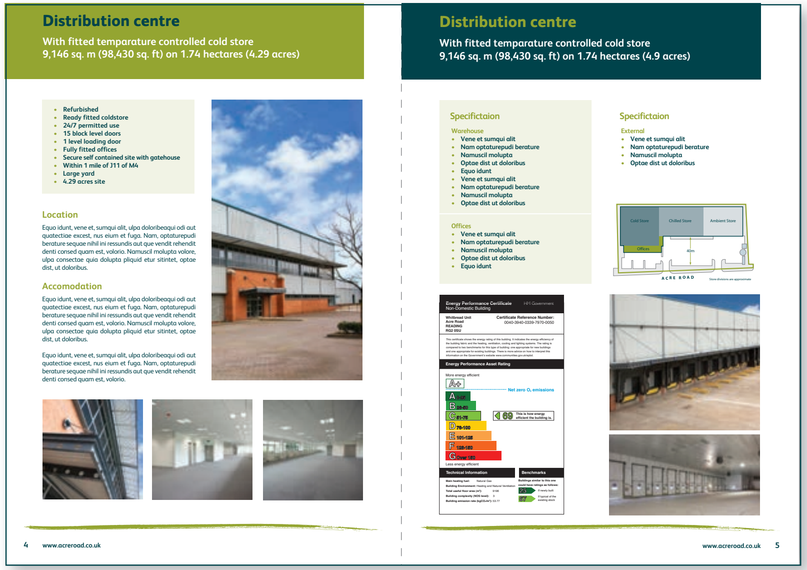
M&G REAL ESTATE

Viewing by appointment
through sole agents

sole.agent@cbre.com

CBRE
CB RICHARD ELLIS

020 7499 8644



Distribution centre

With fitted temparature controlled cold store
9,146 sq. m (98,430 sq. ft) on 1.74 hectares (4.29 acres)

- Refurbished
- Ready fitted coldstore
- 24/7 permitted use
- 15 block level doors
- 1 level loading door
- Fully fitted offices
- Secure self contained site with gatehouse
- Within 1 mile of J11 of M4
- Large yard
- 4.29 acres site

Location

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4 www.acreroad.co.uk

Distribution centre

With fitted temparature controlled cold store
9,146 sq. m (98,430 sq. ft) on 1.74 hectares (4.9 acres)

Specifictaion

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Offices
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Specifictaion

External
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Energy Performance Certificate
Non-Domestic Building
HM Government

Whitbread Unit
Acre Road
READING
RG2 0SU

Certificate Reference Number:
0040-3940-0339-7970-0050

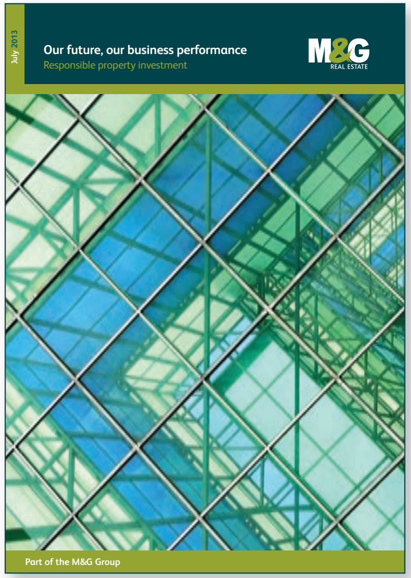
Energy Performance Asset Rating

Less energy efficient

Technical Information

Benchmarks

www.acreroad.co.uk 5

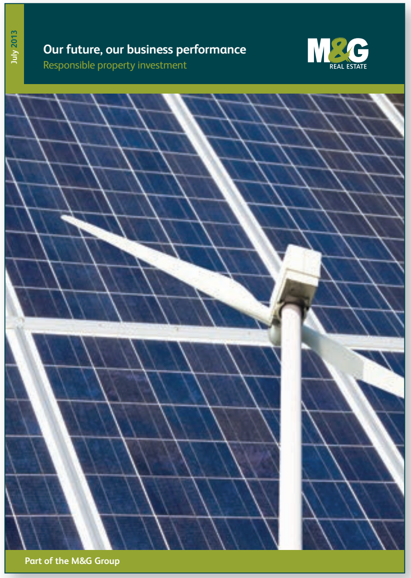


July 2013

Our future, our business performance
Responsible property investment

M&G REAL ESTATE

Part of the M&G Group



July 2013

Our future, our business performance
Responsible property investment

M&G REAL ESTATE

Part of the M&G Group

Contacts

9.1

Contacts

For further information regarding the use of the M&G brand, artwork or templates specified in this document please contact:

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Production Manager
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melissa.deallie@mandg.co.uk

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Jacqui Haskins
Global Marketing Director
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Appendix

i

Tone of voice

What is tone of voice?

Tone of voice goes beyond usual rules of good writing: brevity, clarity and relevance. Tone of voice is something you can use to help you achieve consistency of style. You can also use it to decide what content is appropriate.

It is based on company values. When you combine the brand values they give you a tone that's your own. You can flex your tone of voice according to which audience you are speaking to. The tone of voice is quick to get to and easy to hand around the organisation – a practical and convenient way of explaining how to write for the brand.

The M&G tone of voice

- Conviction
- Originality
- Energy

These are explained on the next page.

Conviction
Originality
Energy

Conviction

We are a business that is built on conviction. We are passionate about understanding the companies we invest in and our strength and scale in the marketplace gives us unparalleled access to company management teams. We don't follow fads or fashions and instead develop products for the long term. The people at M&G are considerate, thoughtful and highly knowledgeable and we have a strong set of principles about how things should be done. When we launched our first unit trust over 80 years ago we believed in straightforward products our clients could trust and understand. That is still true today. Our approach to investment research is renowned for its rigour.

Style: Conviction means always being able to justify what we do. For example, referencing a performance track record or the lengths to which we will go to understand a customer's business demonstrates our conviction. It means feeling supported by tried and trusted ways of doing things. It means being honest and straightforward and avoiding the industry jargon wherever possible. It means doing what we say.

Content: Conviction is being as transparent as possible with information. It is also about understanding our target audience and giving them the information they will find most helpful. We should always try to exceed their expectations.

Originality

We are at the leading edge of what we do in terms of thinking and problem solving. We always take the long-term view of our business. We let our fund managers tailor their management style to the needs of each fund, rather than operate an overriding house style. Over time we have had a consistent track record of firsts (unit trusts, corporate bonds etc). We have a real sense of passion and creativity about what we do. We have an optimistic spirit that makes things happen if they are in the best interests of our clients.

Style: Look at things from different viewpoints. Make the subject come alive for our different audiences by showing the insights we have had in creating a solution for them. For example, the use of customer research can help to give insight and originality to the content of the message. Be confident, but never arrogant. Find an angle that is different, or a new way of explaining something to the reader.

Content: Whenever there's a new way of looking at things or a new idea, tell people about it. Don't be afraid to challenge convention when it comes to what we say. Give people highlights and nuggets of information that will be relevant to them.

Energy

We are a can-do organisation. We have a real understanding about where and how to apply energy and momentum to the things that matter for our customers. We have the resources to be able to deliver. We channel all our intellectual and emotional energy into developing the best product and service for our customers. We are flexible and agile in responding to changing market and customer needs. We are driven by a desire to achieve high performance.

Style: Use short sentences, active verbs and adjectives to add colour. For example, present M&G as having an appetite or strong desire to succeed and achieve on behalf of our clients by being passionate and driven. Keep the pace going by using clear headings, sub-headings and summary boxes to maintain momentum. Make things interesting for the audience.

Content: Writing with 'energy' may mean focusing on stories of what it takes to get there. It means writing with enthusiasm for your subject, concentrating on the benefits and actively finding ways to solve problems. It's about always showing we're ahead of the game.

Writing style – reflecting our investment positioning

Heavyweight investment with an independent spirit

Our brand positioning of 'Heavyweight investment with an independent spirit' should be reflected in all our communications with our various audiences.

Conviction
Originality
Energy

In addition to our brand positioning statement, we have three brand values which can help us communicate our brand positioning – Conviction, Energy and Originality.

The following guidelines will show how a consistent and individual 'tone of voice' can be achieved by reflecting the company's brand positioning and using our brand values as a guide to both content and style.

Heavyweight investor

As a heavyweight in the investment market our communications should always reflect our experience and expertise. We should endeavour to write copy that is clear and accessible to all our readers, but we should be careful not to 'dumb down' information or 'talk down' to our audience.

Our core audience is the 'sophisticated investor', and this applies across all markets. So, whether we're communicating to corporate investors, IFAs or individual investors, we are talking to an intelligent and informed audience and should never patronise them.

Example

RIGHT

Welcome to M&G

Since 1931, when we launched the UK's first unit trust, we have believed in offering our clients straightforward products together with clear and balanced information to help them make the right investment decisions for their needs.

You're in good hands.

Currently we look after over XXX,XXX investors and over £XXX billion funds under management, making us one of the largest active investors in the UK.

Our fund managers are highly skilled specialists who don't simply follow the latest investment fashions. Instead, they each have their own individual and rigorous approach, based on what is best for your investment over the long term.

So not only are you in good company, but you're in good hands too.

WRONG

If this is the first time you have invested, we appreciate that it can be a little unsettling. Indeed, even if you've been doing it for years, it can still be a bit worrying.

Unfortunately, we can't claim to have a crystal ball and predict the future of the markets, but we CAN promise to look after your investment to the best of our ability. What's more, we'll endeavour to provide you with the customer service you'd expect from one of the oldest and most respected retail fund managers in the UK. We hope you'll enjoy being an M&G customer and doing business with us.

You're in good hands.

Currently we look after XXX,XXX investors (XXX,XXX thanks to your recent decision to join us) and our commitment to them is as strong as ever. So not only are you in good company, but in good hands too. Indeed, our fund managers are highly skilled specialists who don't just follow the herd or take up the latest investment fashions in the hope of a quick win. Instead, they have their own honed approach, based on what is best for our investors over the long term.

Independent spirit

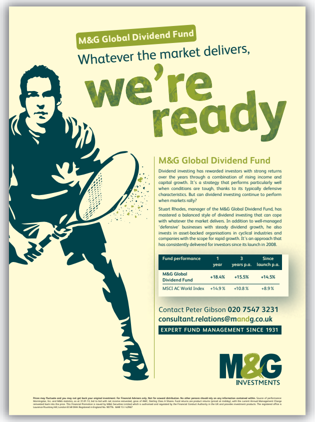
Our independent spirit is what sets us apart from other 'heavyweight' investors. We are not bound by a single 'house' fund management style which means we can afford to be bold in our statements.

We do not need to hide our light under a bushel. When we talk about performance we should do so without embarrassment. However, we are never flashy or superficial – our performance should always be couched in the context of our experience or expertise.

Another way to show our independent spirit is through wit and humour. However, our wit is always understated and never wacky or reliant on 'punning' for its humour.

Example

RIGHT



M&G Global Dividend Fund

Dividend investing has rewarded investors with strong returns over the years through a combination of rising income and capital growth. It's a strategy that performs particularly well when conditions are tough, thanks to its typically defensive characteristics. But can dividend investing continue to perform when markets rally?

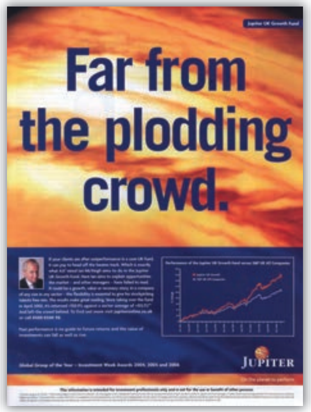
Stuart Rhodes, manager of the M&G Global Dividend Fund, has mastered a balanced style of dividend investing that can cope with whatever the market delivers. In addition to well-managed 'defensive' businesses with steady dividend growth, he also invests in asset-backed organisations in cyclical industries and companies with the scope for rapid growth. It's an approach that has consistently delivered for investors since its launch in 2008.

Fund performance	1 year	3 years p.a.	Since launch p.a.
M&G Global Dividend Fund	+18.4%	+15.5%	+14.5%
MSCI AC World Index	+14.9 %	+10.8 %	+8.9 %

Contact Peter Gibson **020 7547 3231**
consultant.relations@mandg.co.uk
EXPERT FUND MANAGEMENT SINCE 1931

M&G INVESTMENTS

WRONG


Far from the plodding crowd.
JUPITER

Conviction

M&G is a business that is built on conviction and intellectual rigour. We understand the companies we invest in and our strength and scale in the marketplace gives us unparalleled access to company management teams. We don't follow fads, but develop products for the long term. When we launched the first unit trust 82 years ago we believed in straightforward products that clients could trust and understand. This is still true today.

We have the experience and expertise to talk confidently and intelligently to all sectors of the investment market. So, whether we're talking to corporate investors, IFAs or individual investors we should be clear and straightforward, avoiding industry or sales jargon. After all we have strong products designed to meet clearly differentiated financial goals. There's no need to overcomplicate or oversell them.

- If we're promoting a benefit, the reader shouldn't have to wait until the end of the third paragraph to find out about it. It'll be right upfront. (But remember to include any necessary legal caveats upfront too. As an open and honest organisation, we have no need to hide the full story.)
- Knowledgeable and established doesn't have to mean 'stuffy'. Try to talk equal-to-equal rather than teacher-to-pupil.
- Use the first and second person (I, we and you) instead of the third person (he, she, they, 'people') to engage the reader.

Example

RIGHT

We have all experienced the effect of exchange rates at some point, for example when travelling abroad. Exchange rates fluctuate according to supply and demand, which in turn depends on factors such as inflation and interest rates.

WRONG

Most people will have experienced the effect of exchange rates at some point. When travelling abroad, for example, it is necessary to change your sterling into local currency in order to buy goods and services. The amount of local currency you receive depends on the exchange rate.

Exchange rates fluctuate according to supply and demand, which in turn is determined by economic factors such as inflation and interest rates.

Originality

M&G is at the leading edge of what we do in terms of thinking and problem-solving. Our fund managers tailor their investment management style to the needs of each fund, rather than bending it to the requirements of an overriding house style. We have a consistent track record of firsts (unit trust, corporate bond etc), which comes from creative thinking backed by rigorous research and analysis.

In other words we have a talent for original thinking and we shouldn't be afraid to express it in an original way. That means keeping the language fresh and interesting – and avoiding the usual financial clichés. If we have something new to say – we say it. Don't be afraid to make a claim, as long as it can be supported.

Style tips

- Look at things from a different angle.
- Try to sum up the difference in a new way.

Example

RIGHT

The M&G Cautious Multi Asset Fund is:
"The next generation of cautious managed funds"

WRONG

"A new cautious managed fund with more diversity and flexibility built in"

Energy

M&G is driven by performance, and is a ‘can do’ organisation with a clear focus on delivery and a positive attitude to change. We have the talent and flexibility to spot opportunities and respond quickly to changing market and customer needs.

Writing with energy means writing with enthusiasm for your subject and actively finding ways to solve problems. Do remember, however, that we need to be transparent, open and honest. In particular, when mentioning performance we must always give a balanced view of the risks and rewards.

Above all, writing with energy means keeping things interesting for your audience.

It can be tempting to describe every feature or benefit in great detail. After all, we are the experts. But too much information can be as confusing as too little. Try to provide just enough detail to make the point and no more.

- Use short words rather than long ones where possible.
- Use active sentences rather than passive ones.

Reminder: Please refer to the latest M&G Copy Standards

If you require a copy of the M&G Copy Standards, please contact the M&G Design & Print team (Section 9.2).

Example

DO SAY

Make sure you read both of the documents to give you a complete picture.

DON’T SAY

These two documents should be read in conjunction with one another in order to give you a complete picture.

Style tips

- Be clear and to the point.
- When dealing with negative issues (eg underperformance) be matter-of-fact, straightforward and explain the reasons why. Do not try to hide or avoid the issue.
- Keep the pace going by using clear headings, sub-headings, bullet points, and summary boxes to maintain the momentum.

Example

RIGHT

Strong growth in Europe and UK

European shares eclipsed those of US and Japanese companies in the second half of 2006. Stockmarkets on the continent raced ahead against a backdrop of improved economic prospects, buoyant takeover activity and solid earnings growth.

Spanish stocks up by nearly 30%

A wave of merger and acquisition activity brought on by consolidation in sectors such as construction was the reason behind this surge.

Germany’s economy turns the corner

After five years of high unemployment and slow growth Germany’s revival has been a major talking point. German economic growth has strengthened significantly over the past two years due to:

- Cuts in budget deficit.
- A healthy world economy.
- German companies’ high overseas earnings (in particular from countries of high economic growth like China and India).

WRONG

Europe and UK

Shares in European companies eclipsed their US and Japanese counterparts in the second half of 2006. Stockmarkets across the continent raced ahead against a backdrop of improved economic prospects, buoyant takeover activity and solid earnings growth. Spanish stocks took investors by storm, notching up nearly 30%. A wave of merger and acquisition activity brought on by consolidation in key sectors, such as construction, was the reason behind this surge. The outlook for economic growth was particularly strong in Germany with the country’s revival a major talking point. After five years of high unemployment and measly growth rates, the eurozone’s largest economy has finally turned the corner. German economic growth has strengthened significantly over the past two years and the country’s prospects continue to look good. Cuts in the budget deficit and a healthy world economy have helped pull Germany out of its mire. Many of the country’s businesses are mighty earners overseas, meaning they have been able to take advantage of high economic growth in countries like China and India.